



ITV News Index

METHODOLOGY NOTE

ComRes interviewed 2,039 British adults online between 6th and 8th June 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 2
Q.2 Which of the following do you think is the most likely outcome for England at the 2014 World Cup in Brazil?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
Knocked out in first group stage	324 16%	171 17%	153 15%	33 13%	54 16%	51 15%	68 19%	62 21%	56 13%	88 16%	96 17%	66 15%	74 15%	43 16%	145 17%
Knocked out in the 2nd Round	567 28%	273 27%	294 28%	56 23%	104 30%	98 28%	105 29%	80 27%	124 28%	154 28%	153 27%	141 32%	118 24%	96 36%	247 28%
Knocked out in Quarter Final	505 25%	302 30%	203 19%	48 20%	71 21%	97 28%	91 25%	93 31%	105 24%	139 26%	122 22%	121 27%	122 25%	61 22%	234 27%
Lose in the Semi-Final	128 6%	62 6%	65 6%	16 7%	31 9%	28 8%	26 7%	11 4%	16 4%	33 6%	36 6%	23 5%	35 7%	19 7%	58 7%
Runners-up	29 1%	17 2%	13 1%	7 3%	5 1%	7 2%	3 1%	4 1%	3 1%	4 1%	8 1%	8 2%	9 2%	3 1%	12 1%
Win the World Cup	65 3%	34 3%	30 3%	10 4%	20 6%	19 6%	5 1%	4 1%	5 1%	19 4%	13 2%	10 2%	22 5%	9 3%	36 4%
Don't know	422 21%	140 14%	282 27%	72 30%	57 17%	44 13%	66 18%	49 16%	134 30%	107 20%	136 24%	76 17%	104 21%	39 14%	140 16%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 2

Q.2 Which of the following do you think is the most likely outcome for England at the 2014 World Cup in Brazil?

Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
Knocked out in first group stage	324 16%	277 16%	38 21%	10 12%	39 17%	34 18%	29 16%	36 25%	10 9%	34 17%	28 11%	44 15%	24 13%	188 16%	155 17%	32 13%	137 15%	15 17%	19 15%	18 13%	58 16%	26 14%
Knocked out in the 2nd Round	567 28%	486 28%	56 30%	38 46%	49 22%	55 30%	38 21%	32 23%	25 24%	69 34%	72 27%	74 26%	59 32%	343 30%	274 31%	69 28%	223 25%	19 21%	30 23%	36 25%	96 27%	42 23%
Knocked out in Quarter Final	505 25%	431 25%	44 24%	14 17%	80 36%	32 17%	55 30%	37 26%	29 28%	44 22%	55 21%	73 26%	41 22%	295 26%	233 26%	62 25%	210 23%	25 27%	23 18%	39 28%	90 26%	32 18%
Lose in the Semi-Final	128 6%	115 7%	7 4%	3 4%	14 6%	14 8%	7 4%	9 6%	5 5%	5 2%	26 10%	26 9%	11 6%	77 7%	63 7%	14 6%	51 6%	11 12%	7 6%	4 3%	11 3%	17 10%
Runners-up	29 1%	28 2%	- -	3 3%	3 1%	2 1%	2 1%	1 1%	2 2%	* *	9 3%	3 1%	5 3%	15 1%	12 1%	4 1%	14 2%	3 3%	3 2%	2 1%	1 *	5 3%
Win the World Cup	65 3%	60 3%	3 1%	3 3%	6 3%	5 3%	11 6%	3 2%	2 2%	3 2%	22 8%	8 3%	- -	45 4%	38 4%	7 3%	19 2%	4 4%	6 4%	2 1%	2 1%	6 3%
Don't know	422 21%	356 20%	36 20%	12 15%	34 15%	42 23%	42 23%	24 17%	29 29%	48 23%	54 20%	58 20%	44 24%	179 16%	121 13%	58 24%	243 27%	16 17%	41 32%	39 28%	95 27%	53 29%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 3

Q.3 Which of the following do you think are the most important reasons why England will not win the World Cup in Brazil in 2014?
Base: All respondents who don't think England will win the World Cup

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1973	1019	954	223	295	331	363	314	447	560	594	342	477	241	784
Weighted base	1974	965	1009	232	323	324	358	299	438	525	552	435	462	261	836
English players are just not good enough	971 49%	499 52%	472 47%	93 40%	148 46%	189 58%	175 49%	159 53%	207 47%	253 48%	262 47%	234 54%	222 48%	126 48%	424 51%
There are too many foreign players in the Premier League meaning that English players can't develop	754 38%	447 46%	306 30%	57 24%	84 26%	116 36%	148 41%	143 48%	206 47%	206 39%	184 33%	161 37%	203 44%	94 36%	293 35%
It is too hot in Brazil for English players to be at their best	612 31%	327 34%	285 28%	58 25%	72 22%	101 31%	119 33%	122 41%	139 32%	150 28%	175 32%	127 29%	159 34%	77 29%	259 31%
Roy Hodgson is not a good enough manager	184 9%	118 12%	66 7%	34 15%	29 9%	27 8%	32 9%	29 10%	34 8%	52 10%	41 7%	52 12%	40 9%	27 10%	90 11%
England is only a small country and should not expect to win	114 6%	61 6%	53 5%	17 7%	20 6%	26 8%	17 5%	12 4%	22 5%	27 5%	27 5%	28 6%	33 7%	21 8%	46 5%
The squad is too inexperienced	309 16%	173 18%	137 14%	44 19%	54 17%	54 17%	52 14%	49 16%	57 13%	100 19%	78 14%	77 18%	55 12%	41 16%	156 19%
Other	73 4%	43 5%	29 3%	8 4%	10 3%	15 5%	23 6%	8 3%	9 2%	17 3%	16 3%	13 3%	27 6%	9 3%	34 4%
Don't know	419 21%	140 15%	278 28%	65 28%	63 19%	43 13%	69 19%	54 18%	126 29%	116 22%	135 24%	78 18%	89 19%	49 19%	142 17%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 3

Q.3 Which of the following do you think are the most important reasons why England will not win the World Cup in Brazil in 2014?

Base: All respondents who don't think England will win the World Cup

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	1973	1698	170	83	234	170	187	153	105	171	212	299	189	1025	690	335	948	108	146	124	391	179
Weighted base	1974	1694	181	79	218	179	172	140	99	201	243	278	184	1097	859	238	878	90	123	138	351	176
English players are just not good enough	971 49%	849 50%	81 45%	49 62%	112 51%	100 56%	86 50%	64 45%	41 41%	106 53%	106 44%	143 51%	84 46%	551 50%	445 52%	105 44%	420 48%	47 53%	57 47%	60 44%	180 51%	75 43%
There are too many foreign players in the Premier League meaning that English players can't develop	754 38%	675 40%	57 31%	33 42%	105 48%	67 38%	67 39%	58 42%	22 23%	75 37%	76 31%	129 46%	65 35%	387 35%	308 36%	79 33%	367 42%	33 36%	37 30%	66 48%	175 50%	57 32%
It is too hot in Brazil for English players to be at their best	612 31%	529 31%	62 34%	31 40%	81 37%	47 27%	50 29%	50 36%	21 21%	56 28%	76 31%	89 32%	48 26%	336 31%	260 30%	76 32%	276 31%	27 31%	32 26%	48 35%	117 33%	51 29%
Roy Hodgson is not a good enough manager	184 9%	154 9%	24 13%	9 12%	20 9%	20 11%	9 5%	16 11%	6 6%	18 9%	19 8%	27 10%	16 9%	116 11%	101 12%	15 6%	68 8%	5 6%	10 8%	17 13%	23 7%	12 7%
England is only a small country and should not expect to win	114 6%	93 6%	13 7%	5 6%	15 7%	8 4%	6 3%	11 8%	8 8%	8 4%	17 7%	12 4%	12 6%	66 6%	51 6%	15 6%	48 5%	5 5%	11 9%	8 6%	20 6%	3 2%
The squad is too inexperienced	309 16%	267 16%	29 16%	15 19%	28 13%	20 11%	31 18%	21 15%	13 13%	44 22%	31 13%	52 19%	26 14%	197 18%	157 18%	41 17%	112 13%	11 13%	18 14%	17 12%	53 15%	13 7%
Other	73 4%	67 4%	3 2%	3 4%	6 3%	4 2%	5 3%	10 7%	3 3%	2 1%	11 5%	19 7%	6 3%	43 4%	32 4%	11 5%	30 3%	7 8%	10 8%	2 1%	8 2%	4 2%
Don't know	419 21%	351 21%	39 22%	11 14%	26 12%	37 21%	44 25%	28 20%	29 29%	46 23%	58 24%	54 19%	47 26%	191 17%	140 16%	50 21%	228 26%	15 17%	35 29%	37 27%	91 26%	50 29%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 4
Q.4 How likely, if at all, are you to do the following during the World Cup?

Summary

Base: All respondents

	Actions						
	Stay up late to watch England matches	Leave work early to watch matches that kick-off at 5pm	Skip a day off work to watch some matches	Go into work late because you stayed up late the night before watching a match	Watch all of England's matches	Try and avoid all coverage of the World Cup	Be glad when the tournament is all over
Unweighted base	2039	2039	2039	2039	2039	2039	2039
Weighted base	2039	2039	2039	2039	2039	2039	2039
NET: Likely to	781 38%	317 16%	193 9%	203 10%	816 40%	811 40%	1056 52%
NET: Certain/ very likely to	495 24%	179 9%	109 5%	94 5%	523 26%	621 30%	741 36%
Certain to (6)	299 15%	72 4%	53 3%	41 2%	327 16%	443 22%	577 28%
Very likely to (5)	196 10%	107 5%	56 3%	53 3%	196 10%	177 9%	164 8%
Likely to (4)	286 14%	138 7%	84 4%	109 5%	293 14%	190 9%	315 15%
Unlikely to (3)	193 9%	156 8%	143 7%	142 7%	237 12%	303 15%	257 13%
Very unlikely to (2)	152 7%	140 7%	166 8%	186 9%	144 7%	211 10%	159 8%
Certain not to (1)	817 40%	1238 61%	1378 68%	1337 66%	733 36%	608 30%	371 18%
NET: Unlikely to	1161 57%	1534 75%	1687 83%	1666 82%	1114 55%	1122 55%	787 39%
NET: Certain not/ very unlikely to	969 48%	1378 68%	1544 76%	1524 75%	878 43%	819 40%	530 26%
Don't know	96 5%	188 9%	158 8%	170 8%	109 5%	106 5%	196 10%
Mean	2.89	1.89	1.64	1.65	3.03	3.23	3.80
Standard deviation	1.92	1.48	1.26	1.23	1.92	1.96	1.90
Standard error	0.04	0.03	0.03	0.03	0.04	0.04	0.04

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 5
Q.4 How likely, if at all, are you to do the following during the World Cup?
Stay up late to watch England matches
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
NET: Likely to	781 38%	509 51%	273 26%	81 34%	165 48%	166 48%	137 38%	117 39%	115 26%	201 37%	210 37%	177 40%	193 40%	108 40%	402 46%
NET: Certain/ very likely to	495 24%	336 34%	159 15%	54 22%	90 26%	118 34%	95 26%	61 20%	77 17%	134 25%	129 23%	110 25%	122 25%	64 24%	257 29%
Certain to	(6) 15%	299 21%	207 9%	92 14%	34 14%	47 14%	76 22%	60 16%	36 12%	45 10%	83 15%	67 12%	72 16%	77 16%	158 18%
Very likely to	(5) 10%	196 13%	128 7%	68 8%	20 8%	43 12%	42 12%	35 10%	25 8%	31 7%	51 9%	63 11%	38 9%	44 9%	99 11%
Likely to	(4) 14%	286 17%	173 11%	113 11%	27 11%	75 22%	49 14%	41 11%	55 18%	38 9%	67 12%	81 14%	67 15%	71 15%	146 17%
Unlikely to	(3) 9%	193 8%	84 10%	109 13%	31 13%	41 12%	28 8%	30 8%	21 7%	41 9%	73 13%	47 8%	33 7%	39 8%	77 9%
Very unlikely to	(2) 7%	152 7%	71 7%	81 8%	13 5%	21 6%	21 6%	34 9%	27 9%	36 8%	50 9%	44 8%	24 5%	34 7%	57 7%
Certain not to	(1) 40%	817 28%	282 51%	535 39%	94 39%	91 27%	112 33%	150 41%	130 43%	239 54%	201 37%	235 42%	187 42%	194 40%	295 34%
NET: Unlikely to	1161 57%	437 44%	724 70%	138 57%	153 45%	162 47%	214 59%	178 59%	316 71%	324 59%	326 58%	244 55%	267 55%	149 55%	428 49%
NET: Certain not/ very unlikely to	969 48%	353 35%	616 59%	107 44%	113 33%	133 39%	184 51%	157 52%	274 62%	251 46%	279 49%	211 47%	228 47%	111 41%	352 40%
Don't know	96 5%	54 5%	42 4%	22 9%	25 7%	15 4%	13 4%	8 3%	13 3%	20 4%	30 5%	23 5%	24 5%	13 5%	41 5%
Mean	2.89	3.44	2.37	2.86	3.31	3.35	2.88	2.75	2.36	2.94	2.80	2.91	2.93	3.02	3.21
Standard deviation	1.92	1.94	1.75	1.91	1.80	2.02	1.97	1.86	1.79	1.89	1.88	1.97	1.95	1.83	1.95
Standard error	0.04	0.06	0.06	0.13	0.11	0.11	0.10	0.11	0.09	0.08	0.08	0.11	0.09	0.12	0.07

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 5
Q.4 How likely, if at all, are you to do the following during the World Cup?
Stay up late to watch England matches
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
NET: Likely to	781 38%	708 40%	44 24%	42 52%	100 44%	76 41%	78 43%	44 31%	30 29%	78 38%	126 48%	116 41%	47 25%	510 45%	428 48%	82 33%	271 30%	38 41%	48 38%	37 27%	99 28%	49 27%
NET: Certain/ very likely to	495 24%	460 26%	20 11%	26 32%	59 26%	57 31%	53 29%	33 23%	16 15%	43 21%	75 28%	79 28%	35 19%	321 28%	268 30%	53 22%	174 19%	23 24%	24 19%	24 17%	71 20%	32 18%
Certain to	(6) 299 15%	284 16%	9 5%	19 23%	33 15%	39 21%	31 17%	25 17%	6 6%	31 15%	44 17%	44 15%	19 10%	192 17%	166 19%	26 11%	107 12%	16 17%	13 10%	14 10%	43 12%	21 11%
Very likely to	(5) 196 10%	176 10%	11 6%	7 9%	26 12%	18 10%	22 12%	8 6%	10 9%	12 6%	31 12%	35 12%	16 9%	129 11%	102 11%	27 11%	67 7%	7 8%	11 8%	10 7%	28 8%	11 6%
Likely to	(4) 286 14%	248 14%	24 13%	16 20%	41 18%	19 10%	25 14%	11 8%	14 14%	35 17%	51 19%	38 13%	12 6%	189 17%	161 18%	29 12%	97 11%	15 16%	24 19%	13 9%	28 8%	17 9%
Unlikely to	(3) 193 9%	167 10%	17 9%	5 6%	23 10%	19 10%	19 11%	12 8%	8 8%	14 7%	32 12%	26 9%	17 9%	115 10%	92 10%	24 10%	77 9%	4 4%	13 10%	12 9%	33 9%	15 9%
Very unlikely to	(2) 152 7%	129 7%	17 9%	5 6%	19 8%	12 7%	14 8%	13 9%	6 6%	17 9%	16 6%	20 7%	13 7%	76 7%	60 7%	16 6%	76 8%	10 11%	9 7%	9 7%	35 10%	12 7%
Certain not to	(1) 817 40%	668 38%	96 53%	29 35%	73 33%	70 38%	62 34%	71 50%	52 51%	80 39%	75 28%	111 39%	97 53%	386 34%	277 31%	110 45%	430 48%	33 36%	51 39%	79 56%	172 49%	96 52%
NET: Unlikely to	1161 57%	964 55%	131 71%	38 47%	115 51%	101 55%	96 52%	96 67%	67 65%	112 55%	123 46%	157 55%	127 69%	578 51%	429 48%	149 61%	583 65%	47 50%	73 57%	100 72%	240 68%	123 68%
NET: Certain not/ very unlikely to	969 48%	797 45%	113 62%	34 41%	92 41%	82 45%	76 42%	84 59%	59 57%	98 48%	91 34%	131 46%	109 60%	462 40%	337 38%	125 51%	506 56%	43 46%	60 47%	88 63%	207 59%	107 59%
Don't know	96 5%	82 5%	9 5%	1 1%	10 4%	7 4%	9 5%	3 2%	5 5%	14 7%	16 6%	12 4%	10 6%	54 5%	40 4%	14 6%	43 5%	9 9%	7 6%	2 2%	14 4%	10 6%
Mean	2.89	2.99	2.22	3.31	3.12	3.11	3.13	2.62	2.39	2.87	3.32	2.99	2.39	3.16	3.29	2.68	2.55	3.00	2.79	2.34	2.51	2.41
Standard deviation	1.92	1.94	1.60	2.03	1.87	2.04	1.94	1.98	1.73	1.92	1.86	1.95	1.83	1.92	1.92	1.87	1.86	1.97	1.81	1.81	1.86	1.85
Standard error	0.04	0.05	0.13	0.22	0.12	0.16	0.14	0.16	0.17	0.15	0.13	0.11	0.14	0.06	0.07	0.10	0.06	0.19	0.15	0.16	0.10	0.14

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 6
Q.4 How likely, if at all, are you to do the following during the World Cup?
Leave work early to watch matches that kick-off at 5pm
Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818	
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872	
NET: Likely to	317 16%	205 20%	113 11%	49 20%	100 29%	76 22%	58 16%	23 7%	12 3%	100 18%	98 17%	72 16%	47 10%	64 24%	202 23%	
NET: Certain/ very likely to	179 9%	128 13%	52 5%	26 11%	61 18%	37 11%	40 11%	11 4%	4 1%	60 11%	55 10%	47 11%	17 3%	34 12%	121 14%	
Certain to	(6) 4%	72 5%	50 2%	22 5%	13 6%	19 4%	13 4%	16 4%	7 2%	3 1%	28 5%	20 4%	18 4%	6 1%	17 6%	42 5%
Very likely to	(5) 5%	107 8%	77 3%	30 5%	13 12%	41 7%	24 7%	24 1%	4 *	32 6%	35 6%	29 6%	11 2%	17 6%	78 9%	
Likely to	(4) 7%	138 8%	77 6%	61 10%	23 11%	39 11%	39 5%	17 4%	12 2%	7 4%	40 7%	43 8%	25 6%	31 6%	30 11%	81 9%
Unlikely to	(3) 8%	156 9%	89 6%	67 9%	23 13%	46 8%	26 8%	30 6%	18 3%	13 9%	48 8%	45 7%	33 6%	30 14%	88 10%	
Very unlikely to	(2) 7%	140 7%	71 7%	69 7%	15 6%	22 6%	33 10%	22 6%	28 9%	19 4%	29 5%	37 7%	37 8%	36 7%	12 5%	86 10%
Certain not to	(1) 61%	1238 52%	519 69%	719 49%	119 41%	140 41%	177 52%	230 63%	219 72%	352 79%	331 61%	336 59%	265 60%	306 63%	139 51%	443 51%
NET: Unlikely to	1534 75%	680 68%	854 82%	157 65%	208 61%	237 69%	282 78%	266 88%	384 87%	408 75%	419 74%	335 75%	372 77%	188 70%	617 71%	
NET: Certain not/ very unlikely to	1378 68%	590 59%	788 76%	134 55%	162 47%	211 61%	252 69%	248 82%	371 84%	361 66%	374 66%	302 68%	342 71%	151 56%	529 61%	
Don't know	188 9%	115 12%	72 7%	36 15%	36 10%	30 9%	24 7%	14 5%	48 11%	37 7%	48 9%	37 8%	66 14%	18 7%	52 6%	
Mean	1.89	2.18	1.63	2.19	2.60	2.17	1.92	1.52	1.22	2.01	1.96	1.95	1.62	2.30	2.26	
Standard deviation	1.48	1.64	1.25	1.64	1.73	1.58	1.54	1.13	0.73	1.58	1.52	1.53	1.19	1.66	1.63	
Standard error	0.03	0.05	0.04	0.12	0.10	0.09	0.08	0.07	0.04	0.07	0.06	0.09	0.06	0.11	0.06	

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 6
Q.4 How likely, if at all, are you to do the following during the World Cup?
Leave work early to watch matches that kick-off at 5pm
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
NET: Likely to	317 16%	280 16%	21 11%	10 12%	38 17%	32 18%	27 14%	24 17%	16 16%	25 12%	81 31%	24 8%	20 11%	266 23%	233 26%	33 14%	51 6%	8 9%	15 12%	5 3%	7 2%	17 9%
NET: Certain/ very likely to	179 9%	159 9%	13 7%	4 5%	17 8%	15 8%	17 9%	18 12%	7 7%	12 6%	52 20%	11 4%	12 6%	155 14%	138 15%	17 7%	25 3%	4 4%	9 7%	-	6 2%	6 4%
Certain to	(6) 72 4%	62 4%	5 3%	2 2%	8 4%	7 4%	9 5%	5 3%	4 4%	3 1%	18 7%	7 2%	4 2%	59 5%	52 6%	8 3%	12 1%	2 2%	5 4%	-	3 1%	3 2%
Very likely to	(5) 107 5%	96 5%	8 5%	3 3%	10 4%	8 4%	8 4%	13 9%	3 3%	9 4%	34 13%	5 2%	8 4%	95 8%	86 10%	9 4%	12 1%	3 3%	4 3%	-	2 1%	3 2%
Likely to	(4) 138 7%	121 7%	7 4%	5 7%	21 9%	17 9%	10 5%	6 4%	9 9%	13 6%	29 11%	12 4%	8 4%	111 10%	95 11%	16 7%	27 3%	4 5%	6 5%	5 3%	1 *	10 6%
Unlikely to	(3) 156 8%	134 8%	11 6%	8 9%	16 7%	13 7%	15 8%	10 7%	12 11%	20 10%	28 10%	20 7%	4 2%	125 11%	103 11%	23 9%	31 3%	1 1%	9 7%	3 2%	9 3%	9 5%
Very unlikely to	(2) 140 7%	122 7%	11 6%	4 5%	18 8%	12 6%	18 10%	8 5%	8 7%	15 8%	20 8%	17 6%	10 5%	98 9%	68 8%	29 12%	42 5%	8 8%	8 6%	3 2%	16 5%	7 4%
Certain not to	(1) 1238 61%	1046 60%	131 72%	57 70%	127 57%	111 61%	98 53%	95 67%	61 60%	119 59%	111 42%	194 68%	133 73%	582 51%	437 49%	145 59%	656 73%	54 58%	79 61%	109 78%	287 81%	127 70%
NET: Unlikely to	1534 75%	1301 74%	152 83%	68 84%	162 72%	136 74%	131 71%	113 79%	80 79%	155 76%	159 60%	230 81%	147 80%	805 71%	609 68%	197 80%	729 81%	63 67%	96 75%	115 82%	312 88%	143 78%
NET: Certain not/ very unlikely to	1378 68%	1168 67%	142 77%	61 74%	145 65%	123 67%	115 63%	103 72%	69 68%	135 66%	132 50%	210 74%	143 78%	680 60%	506 56%	174 71%	698 78%	62 66%	87 68%	112 80%	303 86%	134 74%
Don't know	188 9%	172 10%	10 6%	4 5%	24 11%	15 8%	26 14%	6 4%	5 5%	24 12%	25 9%	32 11%	16 9%	70 6%	56 6%	14 6%	117 13%	22 24%	17 14%	20 15%	35 10%	23 12%
Mean	1.89	1.92	1.65	1.69	1.96	1.93	1.97	1.89	1.94	1.80	2.62	1.57	1.56	2.27	2.38	1.87	1.38	1.57	1.76	1.18	1.20	1.53
Standard deviation	1.48	1.49	1.33	1.30	1.49	1.51	1.52	1.54	1.46	1.32	1.78	1.20	1.29	1.64	1.69	1.38	1.01	1.23	1.41	0.66	0.72	1.18
Standard error	0.03	0.04	0.10	0.15	0.10	0.12	0.12	0.13	0.15	0.11	0.12	0.07	0.10	0.05	0.07	0.08	0.03	0.13	0.12	0.06	0.04	0.09

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 7
Q.4 How likely, if at all, are you to do the following during the World Cup?
Skip a day off work to watch some matches
Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818	
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872	
NET: Likely to	193 9%	120 12%	74 7%	35 15%	78 23%	38 11%	20 5%	14 5%	7 2%	63 12%	51 9%	46 10%	33 7%	41 15%	108 12%	
NET: Certain/ very likely to	109 5%	71 7%	38 4%	19 8%	37 11%	23 7%	19 5%	7 2%	5 1%	43 8%	31 5%	17 4%	18 4%	29 11%	60 7%	
Certain to	(6) 3%	53 3%	34 3%	19 2%	12 5%	16 5%	13 4%	8 2%	2 1%	3 1%	19 4%	16 3%	14 3%	4 1%	14 5%	27 3%
Very likely to	(5) 3%	56 3%	37 4%	19 2%	7 3%	21 6%	10 3%	11 3%	5 2%	1 *	24 4%	15 3%	3 1%	14 3%	15 6%	33 4%
Likely to	(4) 4%	84 4%	49 5%	35 3%	16 7%	41 12%	15 4%	1 *	8 3%	3 1%	20 4%	20 4%	29 7%	15 3%	12 5%	49 6%
Unlikely to	(3) 7%	143 7%	84 8%	59 6%	23 9%	38 11%	32 9%	27 7%	12 4%	12 3%	37 7%	39 7%	36 8%	31 6%	22 8%	87 10%
Very unlikely to	(2) 8%	166 8%	94 9%	72 7%	15 6%	35 10%	36 11%	35 10%	26 8%	19 4%	36 7%	52 9%	38 9%	40 8%	21 8%	108 12%
Certain not to	(1) 68%	1378 68%	602 60%	776 75%	137 57%	163 47%	215 63%	260 72%	238 79%	364 82%	380 70%	381 67%	293 66%	324 67%	172 64%	526 60%
NET: Unlikely to	1687 83%	780 78%	907 87%	175 72%	235 68%	283 82%	322 89%	276 91%	396 89%	453 83%	472 84%	367 83%	395 82%	215 80%	720 83%	
NET: Certain not/ very unlikely to	1544 76%	696 70%	848 82%	153 63%	197 57%	251 73%	295 81%	264 87%	384 87%	416 76%	433 77%	331 75%	364 75%	193 71%	634 73%	
Don't know	158 8%	100 10%	59 6%	32 13%	30 9%	22 6%	22 6%	13 4%	40 9%	29 5%	42 7%	31 7%	56 12%	14 5%	43 5%	
Mean	1.64	1.81	1.48	1.94	2.27	1.78	1.51	1.35	1.18	1.70	1.63	1.68	1.52	1.90	1.84	
Standard deviation	1.26	1.39	1.10	1.51	1.59	1.35	1.12	0.90	0.67	1.37	1.25	1.26	1.09	1.53	1.35	
Standard error	0.03	0.05	0.04	0.11	0.09	0.07	0.06	0.05	0.03	0.06	0.05	0.07	0.05	0.10	0.05	

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 7
Q.4 How likely, if at all, are you to do the following during the World Cup?
Skip a day off work to watch some matches
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
NET: Likely to	193 9%	174 10%	7 4%	8 10%	26 12%	17 9%	24 13%	5 3%	13 13%	9 5%	61 23%	12 4%	12 7%	150 13%	134 15%	16 6%	44 5%	9 9%	13 10%	4 3%	6 2%	12 7%
NET: Certain/ very likely to	109 5%	100 6%	3 2%	5 6%	11 5%	7 4%	14 8%	2 2%	6 6%	4 2%	35 13%	10 3%	12 6%	89 8%	77 9%	11 5%	21 2%	3 3%	8 6%	2 1%	5 1%	3 2%
Certain to	(6) 53 3%	50 3%	1 1%	2 2%	4 2%	6 3%	7 4%	2 1%	2 2%	2 1%	16 6%	6 2%	5 3%	41 4%	33 4%	8 3%	12 1%	1 1%	4 3%	1 *	3 1%	3 1%
Very likely to	(5) 56 3%	50 3%	2 1%	3 4%	7 3%	1 *	7 4%	1 *	4 4%	2 1%	19 7%	4 1%	6 3%	48 4%	44 5%	4 1%	8 1%	2 2%	3 2%	1 1%	2 1%	1 *
Likely to	(4) 84 4%	74 4%	4 2%	3 4%	15 7%	10 5%	9 5%	2 2%	7 7%	5 3%	26 10%	2 1%	1 *	61 5%	57 6%	4 2%	23 3%	6 6%	6 5%	2 1%	1 *	9 5%
Unlikely to	(3) 143 7%	124 7%	16 9%	6 8%	17 7%	17 9%	16 9%	11 8%	3 3%	14 7%	22 8%	15 5%	6 3%	109 10%	89 10%	20 8%	35 4%	3 3%	9 7%	2 1%	10 3%	11 6%
Very unlikely to	(2) 166 8%	146 8%	13 7%	3 4%	23 10%	15 8%	12 6%	13 9%	7 7%	24 12%	24 9%	21 7%	11 6%	129 11%	102 11%	26 11%	38 4%	7 7%	9 7%	5 4%	14 4%	3 2%
Certain not to	(1) 1378 68%	1165 66%	139 76%	61 75%	142 63%	120 65%	116 63%	108 75%	74 73%	135 66%	133 50%	213 74%	137 75%	698 61%	528 59%	170 69%	680 76%	58 62%	80 62%	114 81%	294 83%	134 74%
NET: Unlikely to	1687 83%	1435 82%	168 91%	71 87%	182 81%	152 83%	143 78%	132 92%	84 83%	173 85%	180 68%	249 87%	154 84%	935 82%	719 80%	216 88%	752 84%	68 72%	98 76%	120 86%	318 90%	149 82%
NET: Certain not/ very unlikely to	1544 76%	1311 75%	152 83%	64 79%	165 74%	135 74%	127 69%	121 85%	81 80%	159 78%	158 59%	233 82%	148 81%	827 72%	630 70%	196 80%	718 80%	65 69%	89 69%	119 85%	308 87%	138 76%
Don't know	158 8%	145 8%	9 5%	3 3%	16 7%	15 8%	17 9%	6 4%	5 5%	22 11%	24 9%	25 9%	17 9%	57 5%	44 5%	13 5%	101 11%	17 19%	17 14%	16 11%	30 8%	21 12%
Mean	1.64	1.66	1.39	1.60	1.72	1.66	1.82	1.39	1.62	1.47	2.26	1.39	1.46	1.85	1.93	1.57	1.34	1.55	1.71	1.19	1.19	1.42
Standard deviation	1.26	1.28	0.90	1.27	1.27	1.25	1.44	0.90	1.28	0.96	1.67	1.01	1.20	1.40	1.44	1.18	0.96	1.16	1.35	0.71	0.71	1.04
Standard error	0.03	0.03	0.07	0.14	0.08	0.10	0.11	0.07	0.13	0.08	0.12	0.06	0.09	0.04	0.06	0.07	0.03	0.12	0.12	0.07	0.04	0.08

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 8
Q.4 How likely, if at all, are you to do the following during the World Cup?
Go into work late because you stayed up late the night before watching a match
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
NET: Likely to	203 10%	128 13%	76 7%	37 15%	80 23%	41 12%	28 8%	14 5%	3 1%	68 13%	55 10%	43 10%	37 8%	43 16%	128 15%
NET: Certain/ very likely to	94 5%	68 7%	26 2%	19 8%	37 11%	21 6%	11 3%	5 1%	1 *	36 7%	30 5%	16 4%	12 3%	22 8%	60 7%
Certain to	(6) 2%	41 3%	29 1%	12 5%	13 4%	9 3%	7 2%	- -	1 *	12 2%	15 3%	14 3%	1 *	12 4%	24 3%
Very likely to	(5) 3%	53 4%	39 1%	14 3%	25 7%	12 3%	5 1%	5 1%	- -	24 4%	15 3%	2 *	12 2%	10 4%	36 4%
Likely to	(4) 5%	109 6%	59 5%	50 5%	19 8%	43 12%	20 6%	16 4%	10 3%	33 6%	25 4%	27 6%	25 5%	20 8%	68 8%
Unlikely to	(3) 7%	142 8%	83 6%	59 6%	23 10%	36 10%	23 7%	26 7%	21 7%	13 3%	36 7%	42 7%	34 8%	30 6%	78 9%
Very unlikely to	(2) 9%	186 11%	110 7%	76 7%	20 8%	38 11%	43 12%	38 11%	24 8%	23 5%	46 8%	57 10%	47 11%	37 8%	108 12%
Certain not to	(1) 66%	1337 58%	762 73%	128 53%	156 45%	213 62%	248 68%	231 76%	361 81%	363 67%	361 64%	287 65%	326 67%	151 56%	510 59%
NET: Unlikely to	1666 82%	767 77%	898 86%	171 70%	231 67%	279 81%	312 86%	277 91%	396 89%	445 82%	460 81%	368 83%	393 81%	213 79%	697 80%
NET: Certain not/ very unlikely to	1524 75%	685 69%	839 81%	148 61%	195 57%	256 75%	286 79%	256 84%	383 86%	409 75%	418 74%	334 75%	363 75%	184 68%	618 71%
Don't know	170 8%	104 10%	66 6%	34 14%	33 10%	23 7%	24 6%	12 4%	44 10%	31 6%	50 9%	34 8%	55 11%	15 5%	47 5%
Mean	1.65	1.84	1.47	2.00	2.29	1.76	1.56	1.39	1.15	1.72	1.68	1.67	1.51	1.99	1.89
Standard deviation	1.23	1.38	1.05	1.51	1.57	1.31	1.12	0.88	0.54	1.32	1.27	1.23	1.04	1.46	1.38
Standard error	0.03	0.05	0.03	0.11	0.09	0.07	0.06	0.05	0.03	0.06	0.05	0.07	0.05	0.09	0.05

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 8
Q.4 How likely, if at all, are you to do the following during the World Cup?
Go into work late because you stayed up late the night before watching a match
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
NET: Likely to	203 10%	184 10%	7 4%	9 11%	21 10%	19 10%	23 12%	11 8%	12 12%	11 5%	63 24%	12 4%	15 8%	171 15%	151 17%	20 8%	32 4%	7 7%	11 9%	2 1%	3 1%	9 5%
NET: Certain/ very likely to	94 5%	88 5%	2 1%	7 8%	11 5%	7 4%	14 8%	5 3%	4 4%	4 2%	27 10%	8 3%	7 4%	82 7%	71 8%	11 4%	11 1%	1 1%	5 4%	- -	3 1%	2 1%
Certain to	(6) 41 2%	38 2%	1 *	3 4%	4 2%	6 3%	6 3%	* *	2 2%	2 1%	9 3%	4 1%	2 1%	36 3%	29 3%	7 3%	5 1%	- -	3 2%	- -	1 *	* *
Very likely to	(5) 53 3%	50 3%	1 1%	3 4%	7 3%	1 *	7 4%	4 3%	1 1%	2 1%	18 7%	4 1%	4 2%	46 4%	42 5%	4 2%	7 1%	1 1%	2 1%	- -	2 1%	2 1%
Likely to	(4) 109 5%	95 5%	6 3%	3 3%	10 5%	12 7%	9 5%	7 5%	8 8%	7 3%	36 13%	4 1%	9 5%	89 8%	79 9%	9 4%	21 2%	5 6%	6 5%	2 1%	- -	7 4%
Unlikely to	(3) 142 7%	126 7%	11 6%	4 5%	19 8%	8 5%	17 9%	9 6%	6 6%	18 9%	25 9%	17 6%	9 5%	107 9%	85 9%	22 9%	35 4%	1 1%	13 10%	2 2%	10 3%	9 5%
Very unlikely to	(2) 186 9%	158 9%	14 8%	3 4%	28 13%	24 13%	15 8%	14 10%	15 14%	23 12%	25 9%	19 7%	7 4%	141 12%	114 13%	27 11%	45 5%	8 9%	8 6%	5 3%	17 5%	7 4%
Certain not to	(1) 1337 66%	1131 64%	142 77%	62 76%	138 61%	117 64%	110 60%	103 72%	65 64%	129 63%	123 47%	212 74%	137 74%	661 58%	502 56%	159 65%	676 75%	58 61%	79 61%	116 83%	287 81%	136 75%
NET: Unlikely to	1666 82%	1414 81%	166 90%	69 85%	185 82%	149 81%	142 77%	126 88%	85 84%	171 84%	173 65%	247 87%	152 83%	910 80%	702 78%	208 85%	756 84%	67 71%	100 78%	123 88%	315 89%	152 83%
NET: Certain not/ very unlikely to	1524 75%	1289 73%	155 85%	65 80%	166 74%	141 77%	125 68%	117 82%	79 78%	153 75%	148 56%	230 81%	143 78%	803 70%	616 69%	186 76%	721 80%	66 70%	87 68%	121 86%	304 86%	143 79%
Don't know	170 8%	155 9%	10 6%	3 4%	18 8%	16 9%	19 10%	5 4%	5 5%	22 11%	29 11%	27 9%	16 9%	61 5%	45 5%	16 7%	109 12%	20 22%	18 14%	15 11%	35 10%	21 12%
Mean	1.65	1.68	1.34	1.63	1.71	1.65	1.83	1.51	1.71	1.54	2.27	1.38	1.47	1.91	1.98	1.65	1.29	1.43	1.67	1.12	1.17	1.34
Standard deviation	1.23	1.26	0.84	1.39	1.23	1.23	1.42	1.05	1.23	1.02	1.57	0.97	1.12	1.40	1.43	1.22	0.82	0.96	1.24	0.49	0.60	0.89
Standard error	0.03	0.03	0.07	0.15	0.08	0.10	0.11	0.09	0.12	0.08	0.11	0.06	0.09	0.04	0.05	0.07	0.03	0.10	0.11	0.05	0.03	0.07

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 9
Q.4 How likely, if at all, are you to do the following during the World Cup?
Watch all of England's matches
Base: All respondents

	Gender		Age						Social Grade				Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818	
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872	
NET: Likely to	816 40%	504 50%	312 30%	87 36%	171 50%	173 50%	142 39%	110 36%	132 30%	223 41%	206 36%	178 40%	209 43%	113 42%	399 46%	
NET: Certain/ very likely to	523 26%	336 34%	187 18%	50 21%	94 27%	120 35%	101 28%	76 25%	81 18%	147 27%	136 24%	111 25%	129 27%	70 26%	261 30%	
Certain to	(6) 16%	327 22%	218 10%	109 14%	34 17%	58 23%	79 18%	67 13%	39 11%	50 16%	89 14%	78 18%	82 17%	38 14%	173 20%	
Very likely to	(5) 10%	196 12%	117 8%	79 6%	16 11%	36 12%	41 9%	35 12%	38 7%	31 11%	58 10%	58 7%	33 10%	47 12%	88 10%	
Likely to	(4) 14%	293 17%	168 12%	124 15%	37 22%	77 15%	53 11%	41 11%	34 12%	51 14%	75 12%	70 15%	67 17%	80 16%	138 16%	
Unlikely to	(3) 12%	237 11%	107 12%	130 10%	24 15%	51 10%	35 13%	46 10%	31 11%	50 13%	70 11%	62 13%	57 10%	48 13%	111 13%	
Very unlikely to	(2) 7%	144 7%	67 7%	77 7%	11 5%	22 6%	20 6%	33 9%	27 9%	31 7%	42 8%	39 7%	35 8%	29 6%	55 6%	
Certain not to	(1) 36%	733 27%	267 45%	466 38%	93 23%	78 23%	95 28%	127 35%	127 42%	213 48%	188 34%	227 40%	149 34%	169 35%	88 33%	262 30%
NET: Unlikely to	1114 55%	442 44%	672 65%	128 53%	151 44%	150 44%	207 57%	185 61%	294 66%	300 55%	328 58%	241 54%	245 51%	144 53%	428 49%	
NET: Certain not/ very unlikely to	878 43%	335 33%	543 52%	104 43%	99 29%	116 34%	161 44%	154 51%	244 55%	230 42%	266 47%	184 41%	198 41%	108 40%	318 36%	
Don't know	109 5%	54 5%	56 5%	28 12%	22 6%	20 6%	15 4%	8 2%	17 4%	23 4%	31 6%	26 6%	30 6%	13 5%	45 5%	
Mean	3.03	3.48	2.59	2.88	3.45	3.50	3.06	2.81	2.55	3.08	2.86	3.08	3.12	3.10	3.31	
Standard deviation	1.92	1.93	1.80	1.92	1.77	1.97	1.95	1.89	1.83	1.91	1.91	1.91	1.94	1.86	1.93	
Standard error	0.04	0.06	0.06	0.13	0.10	0.11	0.10	0.11	0.09	0.08	0.08	0.11	0.09	0.12	0.07	

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 9
Q.4 How likely, if at all, are you to do the following during the World Cup?
Watch all of England's matches
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
NET: Likely to	816 40%	742 42%	43 24%	36 45%	101 45%	79 43%	84 46%	52 36%	30 29%	87 43%	132 50%	116 40%	56 30%	512 45%	425 47%	87 36%	304 34%	41 44%	48 37%	46 33%	108 30%	61 34%
NET: Certain/ very likely to	523 26%	486 28%	23 12%	25 31%	65 29%	60 32%	58 32%	36 25%	14 14%	47 23%	78 30%	79 28%	38 21%	332 29%	276 31%	56 23%	191 21%	24 26%	28 22%	29 21%	75 21%	35 19%
Certain to	(6) 327 16%	309 18%	10 5%	19 24%	46 20%	37 20%	33 18%	25 17%	8 7%	34 17%	45 17%	51 18%	21 11%	211 19%	177 20%	35 14%	115 13%	20 21%	16 12%	16 11%	44 12%	20 11%
Very likely to	(5) 196 10%	177 10%	13 7%	6 7%	20 9%	23 12%	25 14%	12 8%	6 6%	13 6%	34 13%	28 10%	17 10%	120 11%	99 11%	21 9%	76 8%	4 4%	13 10%	13 9%	31 9%	15 8%
Likely to	(4) 293 14%	256 15%	21 11%	11 14%	35 16%	19 11%	26 14%	16 11%	16 15%	41 20%	54 20%	37 13%	17 9%	181 16%	149 17%	32 13%	112 12%	17 18%	20 15%	17 12%	33 9%	26 14%
Unlikely to	(3) 237 12%	200 11%	23 13%	14 17%	30 13%	21 12%	17 9%	18 12%	13 13%	16 8%	30 11%	36 12%	19 10%	146 13%	121 14%	25 10%	90 10%	8 8%	10 8%	13 9%	41 12%	19 10%
Very unlikely to	(2) 144 7%	124 7%	12 7%	2 3%	20 9%	8 5%	14 8%	11 8%	8 8%	12 6%	13 5%	25 9%	18 10%	75 7%	56 6%	20 8%	69 8%	9 10%	8 6%	8 6%	32 9%	11 6%
Certain not to	(1) 733 36%	593 34%	95 52%	27 33%	66 29%	64 35%	60 33%	57 40%	45 44%	73 36%	69 26%	95 33%	81 44%	350 31%	253 28%	98 40%	383 43%	26 28%	52 40%	69 49%	158 45%	78 43%
NET: Unlikely to	1114 55%	917 52%	131 71%	43 53%	115 51%	94 51%	90 49%	86 60%	66 65%	102 50%	112 42%	155 54%	119 65%	572 50%	430 48%	142 58%	542 60%	43 46%	70 54%	90 64%	231 66%	108 59%
NET: Certain not/ very unlikely to	878 43%	717 41%	108 59%	29 36%	86 38%	72 39%	74 40%	68 48%	53 52%	86 42%	82 31%	120 42%	99 54%	426 37%	308 34%	117 48%	452 50%	36 38%	60 47%	77 55%	190 54%	89 49%
Don't know	109 5%	94 5%	9 5%	2 2%	9 4%	11 6%	9 5%	5 3%	6 6%	15 7%	21 8%	14 5%	9 5%	58 5%	42 5%	15 6%	52 6%	10 10%	11 8%	4 3%	14 4%	13 7%
Mean	3.03	3.14	2.27	3.31	3.28	3.23	3.24	2.91	2.51	3.05	3.42	3.11	2.62	3.26	3.37	2.84	2.73	3.28	2.83	2.60	2.64	2.70
Standard deviation	1.92	1.94	1.63	1.98	1.92	2.02	1.96	1.95	1.70	1.93	1.85	1.93	1.85	1.91	1.90	1.91	1.88	1.97	1.90	1.88	1.86	1.85
Standard error	0.04	0.05	0.13	0.22	0.13	0.16	0.14	0.16	0.17	0.15	0.13	0.11	0.14	0.06	0.07	0.11	0.06	0.20	0.16	0.17	0.10	0.14

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 10
Q.4 How likely, if at all, are you to do the following during the World Cup?
Try and avoid all coverage of the World Cup
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
NET: Likely to	811 40%	284 28%	528 51%	105 43%	125 37%	111 32%	133 37%	120 40%	217 49%	226 41%	237 42%	173 39%	175 36%	105 39%	316 36%
NET: Certain/ very likely to	621 30%	221 22%	399 38%	76 31%	83 24%	78 23%	107 29%	101 33%	177 40%	166 30%	190 34%	134 30%	130 27%	67 25%	236 27%
Certain to	(6) 22%	443 16%	158 27%	286 27%	49 20%	42 12%	51 15%	82 23%	76 25%	144 32%	112 20%	146 26%	98 22%	88 18%	160 18%
Very likely to	(5) 9%	177 6%	64 11%	114 11%	27 11%	41 12%	27 8%	25 7%	25 8%	33 7%	54 10%	45 8%	36 8%	42 9%	76 9%
Likely to	(4) 9%	190 6%	62 12%	128 12%	29 12%	43 12%	33 10%	26 7%	19 6%	41 9%	60 11%	46 8%	39 9%	45 9%	79 9%
Unlikely to	(3) 15%	303 15%	149 15%	154 15%	31 13%	65 19%	42 12%	51 14%	55 18%	60 14%	89 16%	79 14%	65 15%	71 15%	135 16%
Very unlikely to	(2) 10%	211 12%	123 12%	87 8%	14 6%	37 11%	48 14%	36 10%	29 10%	46 10%	49 9%	55 10%	58 13%	49 10%	100 11%
Certain not to	(1) 30%	608 40%	397 20%	211 20%	65 27%	88 26%	127 37%	130 36%	94 31%	105 24%	161 30%	165 29%	123 28%	160 33%	279 32%
NET: Unlikely to	1122 55%	669 67%	453 44%	110 45%	190 55%	217 63%	217 60%	178 59%	211 48%	298 55%	299 53%	246 55%	279 58%	147 55%	514 59%
NET: Certain not/ very unlikely to	819 40%	520 52%	299 29%	79 33%	126 37%	175 51%	166 46%	123 41%	150 34%	209 38%	220 39%	181 41%	208 43%	110 41%	379 43%
Don't know	106 5%	46 5%	59 6%	28 11%	28 8%	16 5%	14 4%	5 2%	15 3%	21 4%	29 5%	25 6%	30 6%	17 6%	42 5%
Mean	3.23	2.73	3.72	3.40	3.12	2.81	3.07	3.27	3.66	3.25	3.35	3.24	3.05	3.10	3.07
Standard deviation	1.96	1.88	1.91	1.96	1.76	1.87	2.01	2.00	2.02	1.93	2.02	1.95	1.93	1.91	1.91
Standard error	0.04	0.06	0.06	0.14	0.10	0.10	0.11	0.11	0.10	0.08	0.08	0.11	0.09	0.12	0.07

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 10
Q.4 How likely, if at all, are you to do the following during the World Cup?
Try and avoid all coverage of the World Cup
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
NET: Likely to	811 40%	694 40%	71 39%	35 42%	84 37%	70 38%	61 33%	58 41%	46 45%	84 41%	100 38%	106 37%	96 52%	421 37%	318 35%	104 42%	390 43%	32 35%	47 37%	67 48%	155 44%	87 48%
NET: Certain/ very likely to	621 30%	527 30%	60 33%	23 28%	61 27%	54 29%	49 27%	46 32%	34 34%	61 30%	62 23%	91 32%	80 43%	304 27%	223 25%	80 33%	317 35%	24 26%	37 29%	54 39%	131 37%	70 38%
Certain to	(6) 443 22%	381 22%	38 20%	15 18%	41 18%	29 16%	38 21%	36 25%	24 24%	48 23%	45 17%	71 25%	59 32%	209 18%	153 17%	56 23%	234 26%	18 20%	21 16%	41 29%	107 30%	47 26%
Very likely to	(5) 177 9%	145 8%	22 12%	8 10%	19 9%	25 13%	11 6%	10 7%	10 10%	14 7%	18 7%	20 7%	20 11%	94 8%	70 8%	24 10%	83 9%	6 7%	16 12%	13 9%	25 7%	23 13%
Likely to	(4) 190 9%	167 10%	12 6%	12 14%	23 10%	16 9%	12 6%	12 8%	12 11%	23 11%	38 14%	15 5%	16 9%	118 10%	94 10%	24 10%	73 8%	8 8%	10 8%	13 9%	24 7%	17 10%
Unlikely to	(3) 303 15%	260 15%	30 16%	13 16%	35 16%	22 12%	33 18%	18 13%	14 13%	23 11%	53 20%	42 15%	20 11%	173 15%	136 15%	37 15%	131 15%	15 16%	12 9%	25 18%	51 14%	27 15%
Very unlikely to	(2) 211 10%	179 10%	18 10%	10 12%	22 10%	25 14%	15 8%	11 7%	14 14%	24 12%	25 9%	31 11%	15 8%	123 11%	100 11%	23 10%	88 10%	11 11%	15 12%	8 6%	41 12%	13 7%
Certain not to	(1) 608 30%	530 30%	55 30%	23 28%	66 30%	58 32%	63 34%	51 36%	23 23%	62 30%	70 27%	95 33%	41 22%	366 32%	303 34%	63 26%	242 27%	25 27%	47 37%	34 24%	97 28%	39 22%
NET: Unlikely to	1122 55%	968 55%	103 56%	46 56%	124 55%	105 57%	111 61%	80 56%	51 50%	109 54%	149 56%	168 59%	77 42%	662 58%	538 60%	123 50%	460 51%	51 54%	74 58%	67 48%	189 54%	79 43%
NET: Certain not/ very unlikely to	819 40%	709 40%	73 40%	33 40%	89 40%	83 45%	78 42%	62 43%	37 36%	86 42%	95 36%	126 44%	57 31%	489 43%	403 45%	86 35%	330 37%	36 38%	62 48%	42 30%	138 39%	52 29%
Don't know	106 5%	91 5%	9 5%	1 1%	16 7%	9 5%	11 6%	5 3%	5 5%	10 5%	17 6%	12 4%	11 6%	59 5%	41 5%	18 7%	47 5%	10 11%	7 5%	6 4%	9 2%	15 9%
Mean	3.23	3.22	3.23	3.21	3.15	3.07	3.05	3.19	3.46	3.23	3.17	3.17	3.79	3.07	2.99	3.40	3.43	3.18	2.97	3.65	3.46	3.68
Standard deviation	1.96	1.96	1.96	1.86	1.91	1.91	1.97	2.07	1.93	2.00	1.81	2.04	2.02	1.91	1.89	1.95	2.00	1.93	1.97	1.98	2.05	1.94
Standard error	0.04	0.05	0.15	0.20	0.13	0.15	0.14	0.17	0.19	0.15	0.12	0.12	0.15	0.06	0.07	0.11	0.07	0.19	0.17	0.18	0.10	0.15

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 11
Q.4 How likely, if at all, are you to do the following during the World Cup?
Be glad when the tournament is all over
Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818	
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872	
NET: Likely to	1056 52%	403 40%	653 63%	117 48%	173 50%	140 41%	166 46%	171 57%	288 65%	279 51%	288 51%	234 53%	254 52%	130 48%	397 46%	
NET: Certain/ very likely to	741 36%	281 28%	459 44%	79 33%	94 27%	104 30%	122 33%	125 41%	217 49%	191 35%	219 39%	159 36%	171 35%	83 31%	272 31%	
Certain to	(6) 28%	577 22%	219 22%	357 34%	61 25%	58 17%	75 22%	101 28%	98 32%	183 41%	148 27%	169 30%	120 27%	139 29%	63 23%	198 23%
Very likely to	(5) 8%	164 6%	62 6%	102 10%	18 7%	36 10%	28 8%	21 6%	26 9%	35 8%	43 8%	50 9%	40 9%	32 7%	20 7%	73 8%
Likely to	(4) 15%	315 15%	121 12%	193 19%	38 16%	79 23%	36 10%	45 12%	47 15%	70 16%	88 16%	69 12%	75 17%	83 17%	47 17%	125 14%
Unlikely to	(3) 13%	257 13%	151 15%	106 10%	37 15%	55 16%	48 14%	40 11%	37 12%	40 9%	85 16%	67 12%	50 11%	55 11%	34 13%	121 14%
Very unlikely to	(2) 8%	159 8%	95 9%	65 6%	16 7%	23 7%	28 8%	31 9%	31 10%	31 7%	39 7%	49 9%	26 6%	45 9%	18 7%	78 9%
Certain not to	(1) 18%	371 18%	251 25%	120 12%	28 11%	54 16%	95 28%	91 25%	51 17%	52 12%	101 18%	100 18%	82 18%	88 18%	58 22%	189 22%
NET: Unlikely to	787 39%	496 50%	291 28%	81 33%	132 38%	170 50%	162 45%	119 39%	123 28%	224 41%	216 38%	158 36%	188 39%	111 41%	388 45%	
NET: Certain not/ very unlikely to	530 26%	346 35%	184 18%	44 18%	77 22%	123 36%	122 34%	81 27%	83 19%	139 26%	149 26%	108 24%	134 28%	77 28%	267 31%	
Don't know	196 10%	100 10%	96 9%	44 18%	39 11%	33 10%	35 10%	13 4%	33 7%	42 8%	61 11%	52 12%	42 9%	29 11%	87 10%	
Mean	3.80	3.34	4.24	3.94	3.64	3.33	3.53	3.90	4.35	3.75	3.85	3.82	3.77	3.59	3.52	
Standard deviation	1.90	1.93	1.76	1.76	1.68	1.97	2.02	1.89	1.81	1.87	1.93	1.89	1.90	1.90	1.90	
Standard error	0.04	0.06	0.06	0.13	0.10	0.11	0.11	0.11	0.09	0.08	0.08	0.11	0.09	0.13	0.07	

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 11
Q.4 How likely, if at all, are you to do the following during the World Cup?
Be glad when the tournament is all over
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
NET: Likely to	1056 52%	905 52%	93 51%	39 48%	108 48%	95 52%	97 53%	70 49%	58 56%	97 48%	139 53%	149 52%	110 60%	527 46%	397 44%	130 53%	529 59%	43 46%	65 51%	95 68%	213 60%	111 61%
NET: Certain/ very likely to	741 36%	645 37%	56 30%	28 34%	76 34%	69 38%	65 36%	55 39%	40 40%	78 38%	84 32%	105 37%	84 46%	355 31%	255 28%	100 41%	386 43%	33 35%	48 38%	63 45%	163 46%	78 43%
Certain to	(6) 577 28%	502 29%	38 21%	20 25%	57 25%	53 29%	51 28%	46 32%	37 36%	55 27%	64 24%	86 30%	71 38%	262 23%	183 20%	78 32%	315 35%	30 32%	32 25%	49 35%	138 39%	66 36%
Very likely to	(5) 164 8%	143 8%	18 10%	8 10%	19 9%	16 9%	15 8%	10 7%	4 4%	22 11%	20 7%	19 7%	14 8%	93 8%	72 8%	22 9%	71 8%	3 3%	16 13%	14 10%	25 7%	12 7%
Likely to	(4) 315 15%	260 15%	38 20%	11 14%	32 14%	26 14%	32 17%	15 10%	17 17%	20 10%	56 21%	43 15%	26 14%	172 15%	142 16%	31 12%	143 16%	10 11%	17 13%	32 23%	50 14%	33 18%
Unlikely to	(3) 257 13%	220 13%	28 15%	17 21%	36 16%	16 9%	20 11%	14 10%	9 9%	30 15%	32 12%	38 13%	18 10%	156 14%	122 14%	34 14%	101 11%	15 17%	15 11%	12 9%	43 12%	16 9%
Very unlikely to	(2) 159 8%	136 8%	16 9%	4 5%	21 9%	20 11%	17 9%	14 10%	7 7%	13 6%	15 6%	15 5%	17 9%	96 8%	75 8%	21 8%	63 7%	7 7%	14 11%	11 8%	21 6%	10 5%
Certain not to	(1) 371 18%	318 18%	34 19%	18 22%	37 17%	34 18%	30 16%	35 25%	18 18%	36 18%	48 18%	58 20%	22 12%	248 22%	212 24%	35 14%	123 14%	13 14%	17 13%	12 9%	53 15%	28 15%
NET: Unlikely to	787 39%	674 38%	79 43%	39 48%	94 42%	70 38%	67 36%	63 44%	34 33%	79 39%	95 36%	111 39%	57 31%	499 44%	410 46%	90 37%	288 32%	35 38%	46 35%	36 26%	118 33%	53 29%
NET: Certain not/ very unlikely to	530 26%	455 26%	51 28%	22 27%	58 26%	54 29%	47 26%	49 35%	25 24%	49 24%	63 24%	73 26%	39 21%	344 30%	288 32%	56 23%	186 21%	20 21%	31 24%	23 17%	75 21%	38 21%
Don't know	196 10%	174 10%	11 6%	3 4%	23 10%	19 10%	20 11%	9 6%	11 10%	28 14%	31 12%	26 9%	17 9%	115 10%	91 10%	24 10%	81 9%	15 16%	17 14%	9 6%	22 6%	18 10%
Mean	3.80	3.81	3.59	3.60	3.72	3.78	3.83	3.65	4.01	3.82	3.75	3.81	4.22	3.54	3.42	3.98	4.13	3.95	3.88	4.31	4.17	4.16
Standard deviation	1.90	1.90	1.78	1.86	1.85	1.95	1.87	2.06	1.96	1.92	1.84	1.94	1.86	1.90	1.89	1.87	1.85	1.90	1.83	1.67	1.89	1.88
Standard error	0.04	0.05	0.14	0.21	0.13	0.15	0.14	0.17	0.20	0.15	0.13	0.12	0.14	0.06	0.07	0.11	0.06	0.20	0.16	0.16	0.10	0.15

ITV News Index Survey
ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
Male	999	999	-	85	141	164	202	165	242	270	271	220	238	109	489
	49%	100%	-	35%	41%	48%	56%	55%	55%	50%	48%	50%	49%	41%	56%
Female	1040	-	1040	158	202	179	162	138	202	275	294	224	246	161	383
	51%	-	100%	65%	59%	52%	44%	45%	45%	50%	52%	50%	51%	59%	44%

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Absolutes/col percents

Table 12
Gender
Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
Male	999	878	75	42	115	90	88	81	46	104	109	156	93	598	531	67	401	47	61	54	211	28
	49%	50%	41%	51%	51%	49%	48%	57%	45%	51%	41%	54%	51%	52%	59%	27%	45%	50%	47%	39%	60%	15%
Female	1040	875	109	40	109	93	95	61	56	100	156	130	90	543	366	178	496	46	68	86	142	154
	51%	50%	59%	49%	49%	51%	52%	43%	55%	49%	59%	46%	49%	48%	41%	73%	55%	50%	53%	61%	40%	85%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 13
Age
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
18-24	242 12%	85 8%	158 15%	242 100%	-	-	-	-	-	48 9%	90 16%	48 11%	56 12%	27 10%	112 13%
25-34	343 17%	141 14%	202 19%	-	343 100%	-	-	-	-	91 17%	99 18%	88 20%	65 13%	58 21%	209 24%
35-44	343 17%	164 16%	179 17%	-	-	343 100%	-	-	-	85 16%	90 16%	101 23%	67 14%	66 24%	212 24%
45-54	364 18%	202 20%	162 16%	-	-	-	364 100%	-	-	74 14%	102 18%	92 21%	95 20%	68 25%	195 22%
55-64	303 15%	165 17%	138 13%	-	-	-	-	303 100%	-	75 14%	88 16%	51 12%	88 18%	43 16%	102 12%
65+	444 22%	242 24%	202 19%	-	-	-	-	-	444 100%	171 31%	96 17%	63 14%	113 23%	8 3%	41 5%
Average age	47.24	49.45	45.11	21.65	30.25	39.88	49.65	59.38	69.80	50.20	45.01	44.80	48.75	42.42	40.98

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 13
Age
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	NET: Not work-ing	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
18-24	242 12%	201 11%	25 13%	14 17%	28 13%	27 15%	21 12%	17 12%	16 16%	18 9%	33 13%	19 7%	24 13%	139 12%	104 12%	35 14%	103 12%	15 16%	72 56%	-	-	16 9%
25-34	343 17%	291 17%	37 20%	14 17%	30 13%	33 18%	31 17%	18 13%	16 15%	38 19%	83 31%	26 9%	17 9%	267 23%	224 25%	43 18%	77 9%	22 23%	13 10%	-	-	42 23%
35-44	343 17%	301 17%	26 14%	13 15%	35 15%	38 21%	28 15%	18 12%	16 16%	44 22%	53 20%	48 17%	25 14%	278 24%	223 25%	55 22%	65 7%	8 9%	11 9%	-	-	46 25%
45-54	364 18%	303 17%	37 20%	10 12%	44 20%	31 17%	27 15%	38 26%	24 23%	30 15%	27 10%	61 21%	35 19%	264 23%	220 25%	44 18%	100 11%	30 32%	19 15%	1	6 2%	44 24%
55-64	303 15%	264 15%	31 17%	14 17%	35 16%	23 12%	38 20%	19 13%	8 8%	30 15%	20 8%	50 18%	35 19%	146 13%	100 11%	45 18%	157 18%	18 20%	13 10%	20 15%	76 22%	29 16%
65+	444 22%	394 22%	27 15%	18 22%	52 23%	32 17%	39 21%	33 23%	22 22%	44 21%	48 18%	81 29%	47 25%	49 4%	26 3%	23 9%	395 44%	-	-	118 85%	272 77%	5 3%
Average age	47.24	47.52	45.52	46.09	48.28	44.76	47.55	48.67	45.41	47.36	42.33	51.97	49.85	41.32	40.75	43.41	54.77	41.29	31.08	68.58	67.74	42.65

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
AB	545 27%	270 27%	275 26%	48 20%	91 27%	85 25%	74 20%	75 25%	171 39%	545 100%	-	-	-	97 36%	198 23%
C1	565 28%	271 27%	294 28%	90 37%	99 29%	90 26%	102 28%	88 29%	96 22%	-	565 100%	-	-	99 37%	266 31%
C2	444 22%	220 22%	224 22%	48 20%	88 26%	101 29%	92 25%	51 17%	63 14%	-	-	444 100%	-	44 16%	248 28%
DE	484 24%	238 24%	246 24%	56 23%	65 19%	67 20%	95 26%	88 29%	113 25%	-	-	-	484 100%	30 11%	159 18%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
AB	545 27%	476 27%	44 24%	20 24%	58 26%	40 22%	61 33%	34 24%	24 24%	62 30%	88 33%	81 28%	32 18%	296 26%	244 27%	52 21%	249 28%	7 7%	15 12%	12 9%	181 51%	34 19%
C1	565 28%	483 28%	50 27%	25 31%	51 23%	41 23%	44 24%	42 30%	32 31%	65 32%	81 31%	67 23%	66 36%	365 32%	297 33%	68 28%	200 22%	20 21%	45 35%	9 7%	96 27%	31 17%
C2	444 22%	368 21%	57 31%	17 21%	47 21%	55 30%	25 14%	29 20%	19 19%	39 19%	53 20%	59 21%	42 23%	292 26%	223 25%	69 28%	152 17%	9 10%	15 12%	18 13%	52 15%	57 31%
DE	484 24%	426 24%	32 18%	19 24%	68 30%	47 26%	52 29%	37 26%	26 26%	38 19%	42 16%	79 28%	42 23%	189 17%	133 15%	56 23%	295 33%	58 62%	53 42%	100 71%	24 7%	61 33%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
Scotland	184 9%	75 7%	109 10%	25 10%	37 11%	26 8%	37 10%	31 10%	27 6%	44 8%	50 9%	57 13%	32 7%	31 12%	79 9%
North East	82 4%	42 4%	40 4%	14 6%	14 4%	13 4%	10 3%	14 5%	18 4%	20 4%	25 4%	17 4%	19 4%	11 4%	33 4%
North West	224 11%	115 12%	109 10%	28 12%	30 9%	35 10%	44 12%	35 12%	52 12%	58 11%	51 9%	47 11%	68 14%	29 11%	96 11%
Yorkshire & Humberside	184 9%	90 9%	93 9%	27 11%	33 10%	38 11%	31 8%	23 7%	32 7%	40 7%	41 7%	55 12%	47 10%	20 8%	88 10%
West Midlands	184 9%	88 9%	95 9%	21 9%	31 9%	28 8%	27 7%	38 12%	39 9%	61 11%	44 8%	25 6%	52 11%	30 11%	71 8%
East Midlands	143 7%	81 8%	61 6%	17 7%	18 5%	18 5%	38 10%	19 6%	33 7%	34 6%	42 8%	29 7%	37 8%	18 7%	63 7%
Wales	102 5%	46 5%	56 5%	16 7%	16 5%	16 5%	24 6%	8 3%	22 5%	24 4%	32 6%	19 4%	26 5%	24 9%	39 4%
Eastern	204 10%	104 10%	100 10%	18 7%	38 11%	44 13%	30 8%	30 10%	44 10%	62 11%	65 11%	39 9%	38 8%	30 11%	92 11%
London	265 13%	109 11%	156 15%	33 14%	83 24%	53 15%	27 8%	20 7%	48 11%	88 16%	81 14%	53 12%	42 9%	31 12%	133 15%
South East	285 14%	156 16%	130 12%	19 8%	26 8%	48 14%	61 17%	50 17%	81 18%	81 15%	67 12%	59 13%	79 16%	21 8%	106 12%
South West	184 9%	93 9%	90 9%	24 10%	17 5%	25 7%	35 10%	35 12%	47 11%	32 6%	66 12%	42 10%	42 9%	24 9%	73 8%

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Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
Scotland	184	-	184	-	-	-	-	-	-	-	-	-	-	110	87	22	74	6	15	11	26	16
	9%	-	100%	-	-	-	-	-	-	-	-	-	-	10%	10%	9%	8%	7%	12%	8%	7%	9%
North East	82	82	-	82	-	-	-	-	-	-	-	-	-	43	37	6	38	5	5	4	21	3
	4%	5%	-	100%	-	-	-	-	-	-	-	-	-	4%	4%	3%	4%	6%	4%	3%	6%	2%
North West	224	224	-	-	224	-	-	-	-	-	-	-	-	125	106	20	99	14	14	22	36	12
	11%	13%	-	-	100%	-	-	-	-	-	-	-	-	11%	12%	8%	11%	14%	11%	16%	10%	7%
Yorkshire & Humberside	184	184	-	-	-	184	-	-	-	-	-	-	-	109	75	34	75	5	12	13	25	21
	9%	10%	-	-	-	100%	-	-	-	-	-	-	-	10%	8%	14%	8%	5%	9%	9%	7%	11%
West Midlands	184	184	-	-	-	-	184	-	-	-	-	-	-	100	81	19	83	8	14	13	34	14
	9%	10%	-	-	-	-	100%	-	-	-	-	-	-	9%	9%	8%	9%	9%	11%	9%	10%	8%
East Midlands	143	143	-	-	-	-	-	143	-	-	-	-	-	81	61	20	62	7	6	8	27	14
	7%	8%	-	-	-	-	-	100%	-	-	-	-	-	7%	7%	8%	7%	8%	4%	6%	8%	8%
Wales	102	-	-	-	-	-	-	-	102	-	-	-	-	63	52	11	39	1	8	6	18	6
	5%	-	-	-	-	-	-	-	100%	-	-	-	-	5%	6%	4%	4%	1%	6%	5%	5%	3%
Eastern	204	204	-	-	-	-	-	-	-	204	-	-	-	122	96	26	82	8	9	11	33	21
	10%	12%	-	-	-	-	-	-	-	100%	-	-	-	11%	11%	11%	9%	9%	7%	8%	9%	12%
London	265	265	-	-	-	-	-	-	-	-	265	-	-	164	135	29	101	8	15	12	39	27
	13%	15%	-	-	-	-	-	-	-	-	100%	-	-	14%	15%	12%	11%	8%	12%	9%	11%	15%
South East	285	285	-	-	-	-	-	-	-	-	-	285	-	127	102	25	158	23	17	23	64	31
	14%	16%	-	-	-	-	-	-	-	-	-	100%	-	11%	11%	10%	18%	25%	13%	16%	18%	17%
South West	184	184	-	-	-	-	-	-	-	-	-	-	184	97	64	33	86	9	12	17	31	17
	9%	10%	-	-	-	-	-	-	-	-	-	-	100%	9%	7%	13%	10%	9%	10%	12%	9%	9%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
Yes	1244 61%	607 61%	637 61%	160 66%	234 68%	197 57%	184 51%	175 58%	294 66%	420 77%	341 60%	267 60%	216 44%	170 63%	571 66%
No	795 39%	393 39%	402 39%	82 34%	110 32%	146 43%	179 49%	128 42%	150 34%	125 23%	225 40%	177 40%	269 56%	100 37%	300 34%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
Yes	1244 61%	1070 61%	115 63%	54 67%	138 61%	112 61%	109 59%	93 65%	59 57%	108 53%	190 72%	162 57%	103 56%	742 65%	601 67%	141 58%	502 56%	37 39%	62 48%	77 55%	254 72%	72 40%
No	795 39%	683 39%	68 37%	27 33%	86 39%	72 39%	75 41%	49 35%	43 43%	96 47%	75 28%	123 43%	80 44%	400 35%	297 33%	103 42%	395 44%	57 61%	66 52%	63 45%	99 28%	110 60%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
NET: Homeowners	1325 65%	636 64%	690 66%	97 40%	189 55%	224 65%	223 61%	227 75%	364 82%	442 81%	380 67%	281 63%	223 46%	202 75%	529 61%
Owned outright - without mortgage	673 33%	355 35%	318 31%	39 16%	60 18%	33 10%	86 24%	152 50%	302 68%	247 45%	179 32%	119 27%	127 26%	71 26%	186 21%
Owned with a mortgage or loan	653 32%	281 28%	372 36%	59 24%	129 38%	190 55%	137 38%	75 25%	62 14%	194 36%	201 35%	161 36%	96 20%	131 48%	343 39%
NET: Renters	691 34%	354 35%	337 32%	134 55%	150 44%	114 33%	140 38%	75 25%	79 18%	98 18%	174 31%	162 36%	258 53%	65 24%	333 38%
Rented from the council	285 14%	147 15%	139 13%	47 19%	47 14%	41 12%	74 20%	37 12%	39 9%	29 5%	53 9%	74 17%	130 27%	23 8%	117 13%
Rented from a housing association	128 6%	70 7%	58 6%	24 10%	21 6%	20 6%	24 7%	22 7%	17 4%	13 2%	35 6%	26 6%	55 11%	8 3%	60 7%
Rented from someone else	278 14%	138 14%	140 13%	63 26%	82 24%	53 15%	41 11%	16 5%	23 5%	56 10%	86 15%	62 14%	73 15%	34 13%	156 18%
Rent free	22 1%	10 1%	13 1%	10 4%	5 1%	5 2%	1 *	1 *	1 *	6 1%	11 2%	2 *	3 1%	3 1%	9 1%

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Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
NET: Homeowners	1325	1143	113	57	145	119	131	95	69	153	134	181	127	731	574	157	594	42	48	87	314	103
	65%	65%	62%	70%	65%	65%	72%	67%	67%	75%	50%	63%	69%	64%	64%	64%	66%	45%	38%	63%	89%	56%
Owned outright - without mortgage	673	584	52	19	77	59	65	42	37	69	77	102	73	257	193	64	415	22	18	71	268	36
	33%	33%	28%	24%	34%	32%	35%	29%	36%	34%	29%	36%	40%	23%	21%	26%	46%	23%	14%	51%	76%	20%
Owned with a mortgage or loan	653	559	61	38	69	60	66	53	32	84	57	79	54	474	381	93	179	20	30	16	46	67
	32%	32%	33%	46%	31%	33%	36%	37%	31%	41%	21%	28%	29%	42%	42%	38%	20%	21%	24%	11%	13%	37%
NET: Renters	691	590	70	22	77	63	50	46	32	51	126	101	54	398	313	85	293	48	75	52	38	79
	34%	34%	38%	27%	34%	34%	27%	32%	31%	25%	47%	35%	29%	35%	35%	35%	33%	51%	58%	37%	11%	44%
Rented from the council	285	229	38	8	34	26	20	16	18	23	51	41	10	140	97	43	145	24	31	36	15	39
	14%	13%	21%	9%	15%	14%	11%	11%	17%	11%	19%	14%	5%	12%	11%	17%	16%	26%	24%	26%	4%	21%
Rented from a housing association	128	113	13	6	14	9	14	8	2	8	15	24	15	68	52	16	60	8	17	8	10	17
	6%	6%	7%	8%	6%	5%	8%	5%	2%	4%	6%	8%	8%	6%	6%	7%	7%	8%	13%	6%	3%	10%
Rented from someone else	278	247	19	8	29	27	16	23	12	20	59	36	29	190	163	27	88	16	27	9	13	23
	14%	14%	10%	10%	13%	15%	9%	16%	12%	10%	22%	13%	16%	17%	18%	11%	10%	17%	21%	6%	4%	13%
Rent free	22	21	-	3	2	2	2	1	2	-	6	3	2	12	10	2	10	4	5	-	1	-
	1%	1%	-	3%	1%	1%	1%	1%	2%	-	2%	1%	1%	1%	1%	1%	1%	4%	4%	-	*	-

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
No formal education	21 1%	8 1%	12 1%	- -	8 2%	1 *	1 *	6 2%	4 1%	2 *	3 *	3 1%	13 3%	2 1%	7 1%
Primary	18 1%	6 1%	12 1%	7 3%	1 *	1 *	- -	4 1%	5 1%	1 *	1 *	9 2%	7 1%	- -	8 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1046 51%	520 52%	526 51%	99 41%	134 39%	183 53%	225 62%	176 58%	228 51%	149 27%	274 48%	278 63%	345 71%	100 37%	457 52%
University degree or equivalent professional qualification, NVQ level 4, etc.	640 31%	322 32%	318 31%	49 20%	111 32%	113 33%	105 29%	94 31%	168 38%	251 46%	200 35%	106 24%	83 17%	99 37%	273 31%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	214 11%	92 9%	123 12%	16 7%	75 22%	40 12%	30 8%	20 7%	33 8%	126 23%	37 7%	30 7%	22 5%	67 25%	97 11%
Still in full time education	70 3%	32 3%	38 4%	63 26%	5 1%	2 *	- -	1 *	- -	7 1%	42 7%	10 2%	12 2%	1 *	16 2%
Don't know	7 *	5 *	3 *	3 1%	2 1%	1 *	- -	- -	2 *	1 *	3 1%	2 *	2 *	- -	2 *
Prefer not to answer	22 1%	15 1%	7 1%	6 3%	8 2%	2 *	2 *	2 1%	4 1%	8 1%	6 1%	6 1%	2 *	1 *	11 1%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
No formal education	21 1%	20 1%	1 *	-	3 1%	2 1%	4 2%	4 3%	1 1%	-	3 1%	1 *	3 2%	9 1%	7 1%	2 1%	12 1%	3 3%	1 *	4 3%	1 *	3 2%
Primary	18 1%	11 1%	7 4%	-	1 1%	3 2%	1 1%	-	-	2 1%	1 *	-	3 2%	8 1%	6 1%	2 1%	10 1%	1 1%	-	2 2%	3 1%	4 2%
Secondary school, high school, NVQ levels 1 to 3, etc.	1046 51%	910 52%	91 50%	48 59%	119 53%	97 53%	84 46%	74 52%	45 44%	122 60%	94 36%	171 60%	101 55%	558 49%	414 46%	144 59%	488 54%	51 55%	49 38%	99 71%	165 47%	124 68%
University degree or equivalent professional qualification, NVQ level 4, etc.	640 31%	545 31%	64 35%	27 33%	74 33%	53 29%	70 38%	41 29%	31 31%	52 26%	90 34%	84 29%	54 30%	372 33%	308 34%	64 26%	268 30%	30 32%	22 17%	26 19%	155 44%	35 19%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	214 11%	183 10%	13 7%	5 6%	17 8%	21 12%	14 8%	21 14%	18 18%	16 8%	58 22%	19 7%	11 6%	163 14%	142 16%	21 9%	51 6%	2 3%	4 3%	7 5%	24 7%	14 8%
Still in full time education	70 3%	55 3%	8 4%	1 1%	7 3%	6 3%	6 3%	2 1%	7 7%	4 2%	12 5%	6 2%	11 6%	17 2%	9 1%	9 4%	53 6%	3 4%	49 38%	-	-	-
Don't know	7 *	7 *	-	1 1%	1 *	-	2 1%	-	-	2 1%	3 1%	-	-	2 *	1 *	1 1%	5 1%	-	2 2%	1 1%	1 *	2 1%
Prefer not to answer	22 1%	22 1%	-	1 1%	3 1%	2 1%	2 1%	1 *	*	5 3%	3 1%	5 2%	*	12 1%	10 1%	2 1%	10 1%	3 4%	2 1%	-	4 1%	1 1%

ITV News Index Survey
ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
Yes - responsible for half or more of the items bought	1860 91%	873 87%	987 95%	173 72%	329 96%	331 96%	347 96%	292 96%	388 87%	489 90%	508 90%	417 94%	445 92%	256 95%	820 94%
No - not responsible for most of the items bought	179 9%	127 13%	52 5%	69 28%	15 4%	13 4%	16 4%	11 4%	56 13%	56 10%	57 10%	27 6%	39 8%	14 5%	52 6%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
Yes - responsible for half or more of the items bought	1860 91%	1600 91%	173 94%	72 88%	201 90%	176 96%	162 88%	128 89%	87 85%	183 90%	252 95%	261 91%	166 91%	1076 94%	844 94%	232 95%	784 87%	84 90%	84 65%	129 92%	307 87%	179 98%
No - not responsible for most of the items bought	179 9%	154 9%	11 6%	10 12%	23 10%	8 4%	22 12%	15 11%	15 15%	20 10%	13 5%	25 9%	17 9%	66 6%	53 6%	13 5%	113 13%	9 10%	44 35%	11 8%	46 13%	3 2%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
No cars in the household	428 21%	193 19%	235 23%	86 36%	100 29%	74 22%	69 19%	43 14%	56 13%	68 12%	140 25%	64 14%	157 32%	50 18%	191 22%
NET: Any	1611 79%	806 81%	804 77%	156 64%	244 71%	269 78%	295 81%	259 86%	388 87%	477 88%	426 75%	380 86%	328 68%	220 82%	681 78%
1	856 42%	436 44%	421 40%	59 25%	127 37%	133 39%	143 39%	154 51%	240 54%	194 36%	239 42%	200 45%	224 46%	99 37%	345 40%
2	571 28%	276 28%	295 28%	53 22%	100 29%	116 34%	99 27%	78 26%	125 28%	206 38%	130 23%	151 34%	85 18%	90 33%	241 28%
3+	183 9%	95 9%	89 9%	44 18%	18 5%	20 6%	53 15%	27 9%	23 5%	78 14%	57 10%	29 7%	19 4%	32 12%	95 11%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
No cars in the household	428 21%	374 21%	38 21%	19 23%	43 19%	41 23%	35 19%	24 17%	16 16%	28 14%	105 40%	50 18%	28 15%	241 21%	188 21%	53 22%	187 21%	32 34%	49 38%	27 19%	39 11%	40 22%
NET: Any	1611 79%	1380 79%	145 79%	63 77%	182 81%	142 77%	149 81%	119 83%	86 84%	175 86%	160 60%	235 82%	156 85%	901 79%	709 79%	192 78%	710 79%	62 66%	79 62%	113 81%	314 89%	142 78%
1	856 42%	732 42%	80 43%	35 43%	89 40%	77 42%	80 43%	59 41%	45 44%	86 42%	116 44%	116 41%	73 40%	444 39%	351 39%	93 38%	412 46%	37 40%	41 32%	78 56%	187 53%	69 38%
2	571 28%	491 28%	55 30%	21 26%	70 31%	57 31%	42 23%	47 33%	25 25%	70 34%	32 12%	91 32%	61 33%	331 29%	264 29%	67 27%	240 27%	16 17%	24 19%	31 22%	105 30%	63 35%
3+	183 9%	157 9%	11 6%	7 8%	23 10%	8 5%	27 15%	13 9%	16 15%	19 9%	11 4%	29 10%	21 12%	126 11%	94 10%	32 13%	57 6%	8 9%	14 11%	3 2%	22 6%	9 5%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
White	1868 92%	920 92%	948 91%	205 84%	282 82%	303 88%	345 95%	301 100%	432 97%	498 91%	504 89%	411 93%	455 94%	248 92%	781 90%
NET: Non-white	148 7%	65 6%	83 8%	32 13%	56 16%	36 10%	18 5%	1 *	5 1%	41 8%	54 10%	28 6%	25 5%	21 8%	79 9%
Mixed	23 1%	11 1%	13 1%	4 2%	4 1%	9 3%	6 2%	- -	- -	6 1%	7 1%	5 1%	5 1%	2 1%	12 1%
Asian	76 4%	35 4%	41 4%	22 9%	35 10%	14 4%	3 1%	1 *	1 *	27 5%	28 5%	16 4%	6 1%	13 5%	43 5%
Black	31 2%	16 2%	16 2%	5 2%	7 2%	10 3%	6 2%	- -	3 1%	6 1%	12 2%	6 1%	8 2%	2 1%	20 2%
Chinese	6 *	2 *	5 *	1 *	4 1%	1 *	1 *	- -	- -	1 *	4 1%	1 *	1 *	2 1%	3 *
Other ethnic group	10 1%	1 *	9 1%	- -	6 2%	2 1%	2 1%	- -	1 *	1 *	4 1%	- -	5 1%	2 1%	1 *
Prefer not to answer	23 1%	15 1%	8 1%	5 2%	6 2%	5 1%	* *	1 *	6 1%	6 1%	8 1%	5 1%	4 1%	1 *	12 1%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
White	1868	1594	177	79	211	171	168	132	97	196	189	272	176	1029	811	217	840	81	112	137	346	164
	92%	91%	97%	96%	94%	93%	91%	93%	95%	96%	71%	95%	96%	90%	90%	89%	94%	87%	87%	98%	98%	90%
NET: Non-white	148	137	5	2	12	11	13	9	5	4	66	12	8	101	74	26	47	10	16	2	3	16
	7%	8%	3%	2%	6%	6%	7%	6%	5%	2%	25%	4%	4%	9%	8%	11%	5%	10%	12%	1%	1%	9%
Mixed	23	22	1	-	1	1	1	1	-	1	12	2	3	15	12	2	9	2	3	-	-	4
	1%	1%	1%	-	*	1%	1%	1%	-	1%	5%	1%	1%	1%	1%	1%	1%	2%	2%	-	-	2%
Asian	76	73	2	2	8	8	8	6	1	-	32	6	4	56	42	14	20	3	7	-	1	9
	4%	4%	1%	2%	3%	4%	4%	4%	1%	-	12%	2%	2%	5%	5%	6%	2%	3%	6%	-	*	5%
Black	31	29	1	-	1	1	3	1	2	2	19	2	1	22	15	7	9	2	3	2	1	1
	2%	2%	*	-	*	1%	1%	1%	2%	1%	7%	1%	*	2%	2%	3%	1%	2%	2%	1%	*	1%
Chinese	6	3	2	-	1	-	-	-	2	1	1	-	-	5	4	1	2	1	1	-	-	-
	*	*	1%	-	*	-	-	-	2%	*	*	-	-	*	*	1%	*	1%	1%	-	-	-
Other ethnic group	10	10	-	-	2	1	1	1	-	-	3	1	1	3	1	2	7	2	2	-	1	2
	1%	1%	-	-	1%	1%	1%	*	-	-	1%	*	*	*	*	1%	1%	2%	2%	-	*	1%
Prefer not to answer	23	22	1	1	*	1	3	2	-	5	9	1	-	13	11	1	10	3	1	1	4	1
	1%	1%	*	2%	*	*	1%	1%	-	2%	3%	1%	-	1%	1%	*	1%	3%	1%	1%	1%	1%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 22
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
Christian	1126 55%	561 56%	564 54%	60 25%	141 41%	193 56%	201 55%	212 70%	319 72%	307 56%	292 52%	239 54%	287 59%	133 49%	450 52%
NET: Other	145 7%	70 7%	75 7%	28 11%	47 14%	27 8%	17 5%	12 4%	14 3%	43 8%	45 8%	26 6%	30 6%	27 10%	60 7%
Muslim	56 3%	26 3%	30 3%	15 6%	30 9%	10 3%	1 *	- -	- -	15 3%	21 4%	12 3%	9 2%	15 6%	24 3%
Hindu	22 1%	12 1%	10 1%	4 2%	12 3%	5 1%	1 *	1 *	- -	10 2%	6 1%	7 1%	- -	2 1%	14 2%
Jewish	12 1%	6 1%	6 1%	- -	2 *	* *	2 *	2 1%	6 1%	3 *	3 1%	2 1%	3 1%	1 1%	4 *
Sikh	2 *	- -	2 *	- -	- -	2 *	1 *	- -	- -	1 *	* *	1 *	- -	- -	2 *
Buddhist	11 1%	7 1%	4 *	1 *	1 *	1 *	5 1%	1 *	3 1%	2 *	5 1%	- -	4 1%	2 1%	3 *
Other	41 2%	19 2%	23 2%	8 3%	4 1%	10 3%	7 2%	9 3%	5 1%	13 2%	11 2%	4 1%	14 3%	7 3%	12 1%
None	733 36%	355 35%	378 36%	148 61%	138 40%	120 35%	141 39%	75 25%	110 25%	180 33%	217 38%	172 39%	164 34%	97 36%	347 40%
Prefer not to say	36 2%	14 1%	22 2%	7 3%	17 5%	3 1%	5 1%	4 1%	- -	14 3%	11 2%	7 2%	3 1%	13 5%	15 2%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 22
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
Christian	1126 55%	969 55%	100 55%	38 47%	132 59%	93 51%	119 65%	85 60%	56 55%	108 53%	133 50%	177 62%	85 46%	583 51%	461 51%	123 50%	542 60%	39 42%	56 44%	98 70%	248 70%	101 55%
NET: Other	145 7%	139 8%	3 1%	3 3%	18 8%	18 10%	11 6%	9 7%	3 3%	6 3%	49 18%	13 5%	13 7%	87 8%	67 7%	20 8%	58 6%	13 14%	12 9%	9 7%	9 3%	14 8%
Muslim	56 3%	55 3%	2 1%	2 2%	5 2%	8 4%	7 4%	4 3%	- -	- -	25 9%	4 1%	1 *	39 3%	31 3%	8 3%	18 2%	5 6%	6 5%	- -	- -	6 3%
Hindu	22 1%	21 1%	* *	- -	3 1%	1 1%	* *	1 1%	1 1%	- -	12 5%	2 1%	1 *	16 1%	12 1%	4 2%	6 1%	2 3%	- -	- -	- -	4 2%
Jewish	12 1%	11 1%	- -	- -	3 1%	- -	- -	- -	1 1%	1 *	7 3%	- -	- -	6 *	4 *	2 1%	6 1%	- -	- -	2 2%	4 1%	- -
Sikh	2 *	2 *	- -	- -	* *	1 1%	- -	1 *	- -	- -	- -	- -	- -	2 *	1 *	1 *	- -	- -	- -	- -	- -	- -
Buddhist	11 1%	11 1%	- -	- -	- -	2 1%	- -	3 2%	1 1%	1 1%	- -	2 1%	3 1%	5 *	4 *	1 *	6 1%	2 2%	1 1%	2 2%	1 *	1 *
Other	41 2%	40 2%	1 *	1 1%	7 3%	6 3%	3 2%	- -	* *	4 2%	5 2%	6 2%	9 5%	19 2%	16 2%	4 2%	22 2%	4 4%	5 4%	5 3%	5 1%	4 2%
None	733 36%	613 35%	77 42%	41 50%	71 32%	71 39%	49 27%	46 32%	42 41%	86 42%	74 28%	92 32%	84 46%	444 39%	346 39%	98 40%	289 32%	40 43%	58 45%	32 23%	94 27%	64 35%
Prefer not to say	36 2%	32 2%	3 2%	- -	4 2%	1 1%	5 3%	2 1%	1 1%	5 2%	10 4%	3 1%	2 1%	28 2%	23 3%	5 2%	8 1%	1 1%	2 2%	- -	2 1%	2 1%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 23
Which of the following best describes where you live?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
NET: Urban	1607 79%	795 80%	812 78%	202 83%	306 89%	286 83%	286 79%	228 75%	297 67%	420 77%	447 79%	347 78%	394 81%	224 83%	711 82%
Urban - Population over 10,000	848 42%	451 45%	397 38%	108 45%	193 56%	158 46%	135 37%	115 38%	140 31%	236 43%	256 45%	161 36%	196 40%	144 53%	397 45%
Town and Fringe	759 37%	344 34%	415 40%	94 39%	113 33%	129 37%	152 42%	114 38%	158 36%	184 34%	191 34%	186 42%	198 41%	80 30%	314 36%
NET: Rural	432 21%	204 20%	227 22%	40 17%	37 11%	57 17%	77 21%	74 25%	146 33%	125 23%	119 21%	97 22%	91 19%	46 17%	161 18%
Village	376 18%	179 18%	197 19%	34 14%	35 10%	54 16%	69 19%	64 21%	120 27%	102 19%	107 19%	85 19%	83 17%	44 16%	140 16%
Hamlet & Isolated Dwelling	55 3%	25 3%	30 3%	6 2%	2 1%	3 1%	8 2%	10 3%	26 6%	23 4%	12 2%	12 3%	8 2%	2 1%	21 2%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 23
Which of the following best describes where you live?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
NET: Urban	1607	1417	126	68	193	137	159	102	64	136	263	217	144	935	751	184	672	83	107	97	238	148
	79%	81%	69%	83%	86%	74%	86%	71%	63%	66%	99%	76%	78%	82%	84%	75%	75%	88%	83%	70%	67%	81%
Urban - Population over 10,000	848	747	66	35	89	64	76	42	35	59	219	97	66	541	448	93	308	36	54	47	106	66
	42%	43%	36%	43%	40%	35%	42%	29%	35%	29%	83%	34%	36%	47%	50%	38%	34%	38%	42%	33%	30%	36%
Town and Fringe	759	670	60	33	105	73	82	60	29	77	44	120	77	394	303	92	365	47	53	51	132	82
	37%	38%	33%	40%	47%	40%	45%	42%	29%	38%	16%	42%	42%	35%	34%	37%	41%	50%	41%	36%	37%	45%
NET: Rural	432	337	57	14	31	47	25	41	38	68	2	68	40	207	146	60	225	11	22	43	115	34
	21%	19%	31%	17%	14%	26%	14%	29%	37%	34%	1%	24%	22%	18%	16%	25%	25%	12%	17%	30%	33%	19%
Village	376	306	37	13	30	44	20	41	33	57	2	63	35	184	129	55	192	10	21	35	95	31
	18%	17%	20%	16%	13%	24%	11%	29%	32%	28%	1%	22%	19%	16%	14%	23%	21%	10%	17%	25%	27%	17%
Hamlet & Isolated Dwelling	55	30	20	1	1	3	4	-	5	11	-	6	4	23	17	5	33	1	*	8	20	3
	3%	2%	11%	2%	*	2%	2%	-	5%	5%	-	2%	2%	2%	2%	2%	4%	1%	*	5%	6%	2%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 24
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
NET: Working	1142	598	543	139	267	278	264	146	49	296	365	292	189	270	872
	56%	60%	52%	57%	78%	81%	72%	48%	11%	54%	65%	66%	39%	100%	100%
Working full time - working 30 hours per week or more	897	531	366	104	224	223	220	100	26	244	297	223	133	215	682
	44%	53%	35%	43%	65%	65%	60%	33%	6%	45%	53%	50%	28%	80%	78%
Working part time - working between 8 and 29 hours per week	245	67	178	35	43	55	44	45	23	52	68	69	56	55	190
	12%	7%	17%	15%	13%	16%	12%	15%	5%	10%	12%	15%	12%	20%	22%
NET: Not working	897	401	496	103	77	65	100	157	395	249	200	152	295	-	-
	44%	40%	48%	43%	22%	19%	28%	52%	89%	46%	35%	34%	61%	-	-
Not working but seeking work or temporarily unemployed or sick	94	47	46	15	22	8	30	18	-	7	20	9	58	-	-
	5%	5%	4%	6%	6%	2%	8%	6%	-	1%	3%	2%	12%	-	-
Not working and not seeking work/ Student	128	61	68	72	13	11	19	13	-	15	45	15	53	-	-
	6%	6%	7%	30%	4%	3%	5%	4%	-	3%	8%	3%	11%	-	-
Retired on a state pension only	140	54	86	-	-	-	1	20	118	12	9	18	100	-	-
	7%	5%	8%	-	-	-	*	7%	27%	2%	2%	4%	21%	-	-
Retired with a private pension	353	211	142	-	-	-	6	76	272	181	96	52	24	-	-
	17%	21%	14%	-	-	-	2%	25%	61%	33%	17%	12%	5%	-	-
House person, housewife, househusband, etc.	182	28	154	16	42	46	44	29	5	34	31	57	61	-	-
	9%	3%	15%	6%	12%	13%	12%	10%	1%	6%	5%	13%	13%	-	-

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 24
Which of the following best describes your current working status?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
NET: Working	1142	969	110	43	125	109	100	81	63	122	164	127	97	1142	897	245	-	-	-	-	-	-
	56%	55%	60%	53%	56%	59%	55%	57%	62%	60%	62%	44%	53%	100%	100%	100%	-	-	-	-	-	-
Working full time - working 30 hours per week or more	897	758	87	37	106	75	81	61	52	96	135	102	64	897	897	-	-	-	-	-	-	-
	44%	43%	48%	45%	47%	41%	44%	43%	51%	47%	51%	36%	35%	79%	100%	-	-	-	-	-	-	-
Working part time - working between 8 and 29 hours per week	245	211	22	6	20	34	19	20	11	26	29	25	33	245	-	245	-	-	-	-	-	-
	12%	12%	12%	8%	9%	19%	10%	14%	11%	13%	11%	9%	18%	21%	-	100%	-	-	-	-	-	-
NET: Not working	897	784	74	38	99	75	83	62	39	82	101	158	86	-	-	-	897	94	128	140	353	182
	44%	45%	40%	47%	44%	41%	45%	43%	38%	40%	38%	56%	47%	-	-	-	100%	100%	100%	100%	100%	100%
Not working but seeking work or temporarily unemployed or sick	94	86	6	5	14	5	8	7	1	8	8	23	9	-	-	-	94	94	-	-	-	-
	5%	5%	3%	6%	6%	3%	5%	5%	1%	4%	3%	8%	5%	-	-	-	10%	100%	-	-	-	-
Not working and not seeking work/ Student	128	105	15	5	14	12	14	6	8	9	15	17	12	-	-	-	128	-	128	-	-	-
	6%	6%	8%	6%	6%	7%	8%	4%	8%	5%	6%	6%	7%	-	-	-	14%	-	100%	-	-	-
Retired on a state pension only	140	123	11	4	22	13	13	8	6	11	12	23	17	-	-	-	140	-	-	140	-	-
	7%	7%	6%	5%	10%	7%	7%	6%	6%	5%	5%	8%	9%	-	-	-	16%	-	-	100%	-	-
Retired with a private pension	353	309	26	21	36	25	34	27	18	33	39	64	31	-	-	-	353	-	-	-	353	-
	17%	18%	14%	26%	16%	13%	19%	19%	18%	16%	15%	22%	17%	-	-	-	39%	-	-	-	100%	-
House person, housewife, etc.	182	160	16	3	12	21	14	14	6	21	27	31	17	-	-	-	182	-	-	-	-	182
	9%	9%	9%	4%	5%	11%	8%	10%	6%	10%	10%	11%	9%	-	-	-	20%	-	-	-	-	100%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 25
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1068	573	495	123	236	267	252	142	48	288	375	221	184	250	818
Weighted base	1142	598	543	139	267	278	264	146	49	296	365	292	189	270	872
NET: Public Sector	270 24%	109 18%	161 30%	27 19%	58 22%	66 24%	68 26%	43 30%	8 16%	97 33%	99 27%	44 15%	30 16%	270 100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	20 2%	9 2%	11 2%	- -	4 2%	9 3%	3 1%	5 3%	- -	5 2%	12 3%	3 1%	- -	20 8%	-
HM Forces	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	-
National Health Service	53 5%	23 4%	30 6%	10 7%	10 4%	12 4%	15 6%	5 4%	1 3%	20 7%	19 5%	9 3%	5 3%	53 20%	-
Universities and Academies funded by government	26 2%	7 1%	19 4%	4 3%	10 4%	7 3%	4 2%	1 1%	- -	14 5%	8 2%	2 1%	3 2%	26 10%	-
Courts service	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	-
Local government administration	54 5%	20 3%	33 6%	1 1%	14 5%	12 4%	17 6%	10 7%	- -	12 4%	32 9%	7 3%	3 2%	54 20%	-
Police service	5 *	3 1%	2 *	- -	1 *	2 1%	1 *	1 1%	- -	- -	3 1%	2 1%	- -	5 2%	-
Public sector housing	9 1%	2 *	7 1%	* *	2 1%	1 *	4 1%	1 1%	1 1%	2 1%	1 *	5 2%	1 *	9 3%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	52 5%	17 3%	35 6%	3 2%	12 4%	11 4%	10 4%	11 7%	4 9%	33 11%	10 3%	6 2%	3 1%	52 19%	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	13 1%	11 2%	2 *	- -	1 *	2 1%	6 2%	3 2%	- -	1 *	1 *	6 2%	6 3%	13 5%	-

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 25

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1142	598	543	139	267	278	264	146	49	296	365	292	189	270	872
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	36 3%	17 3%	19 4%	9 6%	2 1%	10 3%	9 3%	5 4%	1 3%	10 3%	12 3%	5 2%	10 5%	36 13%	-
None of the above (Private Sector)	872 76%	489 82%	383 70%	112 81%	209 78%	212 76%	195 74%	102 70%	41 84%	198 67%	266 73%	248 85%	159 84%	-	872 100%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 25

Do you work in any of the following occupations?
Base: All respondents who work

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	1068	910	96	41	122	94	100	83	62	98	137	135	100	1068	722	346	-	-	-	-	-	-
Weighted base	1142	969	110	43	125	109	100	81	63	122	164	127	97	1142	897	245	-	-	-	-	-	-
NET: Public Sector	270	215	31	11	29	20	30	18	24	30	31	21	24	270	215	55	-	-	-	-	-	-
	24%	22%	28%	25%	23%	19%	30%	22%	39%	25%	19%	17%	25%	24%	24%	23%	-	-	-	-	-	-
Central government including all administrative departments and central government agencies such as the Bank of England	20	14	1	-	1	3	1	-	5	5	2	1	1	20	17	3	-	-	-	-	-	-
	2%	1%	1%	-	1%	2%	1%	-	8%	4%	1%	1%	1%	2%	2%	1%	-	-	-	-	-	-
HM Forces	1	1	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-
	*	*	-	1%	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-
National Health Service	53	41	7	2	9	3	5	2	6	3	10	3	3	53	45	8	-	-	-	-	-	-
	5%	4%	6%	4%	7%	3%	5%	3%	9%	2%	6%	2%	4%	5%	5%	3%	-	-	-	-	-	-
Universities and Academies funded by government	26	24	3	1	1	4	1	3	-	3	8	1	2	26	21	5	-	-	-	-	-	-
	2%	2%	3%	2%	1%	4%	1%	4%	-	2%	5%	1%	2%	2%	2%	2%	-	-	-	-	-	-
Courts service	1	1	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	1%	-	-	*	*	-	-	-	-	-	-	-
Local government administration	54	44	4	1	2	4	8	3	6	9	4	6	7	54	47	7	-	-	-	-	-	-
	5%	5%	4%	3%	2%	4%	8%	3%	9%	7%	3%	5%	7%	5%	5%	3%	-	-	-	-	-	-
Police service	5	4	1	-	-	1	1	-	-	-	1	1	1	5	4	1	-	-	-	-	-	-
	*	*	1%	-	-	1%	1%	-	-	-	1%	*	1%	*	*	*	-	-	-	-	-	-
Public sector housing	9	7	1	-	-	-	1	1	1	1	3	1	-	9	5	4	-	-	-	-	-	-
	1%	1%	1%	-	-	-	1%	1%	1%	1%	2%	1%	-	1%	1%	2%	-	-	-	-	-	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	52	45	3	5	6	3	8	2	3	6	2	5	6	52	37	14	-	-	-	-	-	-
	5%	5%	3%	12%	5%	3%	8%	3%	5%	5%	1%	4%	6%	5%	4%	6%	-	-	-	-	-	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	13	9	1	1	6	-	-	-	2	-	-	1	2	13	12	1	-	-	-	-	-	-
	1%	1%	1%	3%	4%	-	-	-	4%	-	-	1%	2%	1%	1%	*	-	-	-	-	-	-

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 25
Do you work in any of the following occupations?
Base: All respondents who work

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	1142	969	110	43	125	109	100	81	63	122	164	127	97	1142	897	245	-	-	-	-	-	-
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	36 3%	26 3%	10 9%	-	3 2%	3 3%	5 5%	7 8%	1 1%	4 3%	-	3 2%	2 2%	36 3%	24 3%	12 5%	-	-	-	-	-	-
None of the above (Private Sector)	872 76%	755 78%	79 72%	33 75%	96 77%	88 81%	71 70%	63 78%	39 61%	92 75%	133 81%	106 83%	73 75%	872 76%	682 76%	190 77%	-	-	-	-	-	-

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 26
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
No children aged 18 or under	1373 67%	718 72%	654 63%	184 76%	159 46%	125 36%	201 55%	267 88%	436 98%	376 69%	422 75%	230 52%	345 71%	153 57%	517 59%
NET: Yes	655 32%	272 27%	383 37%	54 22%	184 54%	218 63%	160 44%	34 11%	5 1%	165 30%	138 24%	214 48%	138 28%	115 43%	352 40%
NET: Any 5-18	511 25%	221 22%	290 28%	14 6%	117 34%	189 55%	152 42%	34 11%	5 1%	129 24%	109 19%	164 37%	109 23%	101 38%	263 30%
Yes - children aged under 5 years old	252 12%	87 9%	165 16%	49 20%	119 35%	67 19%	17 5%	- -	- -	66 12%	56 10%	76 17%	54 11%	30 11%	148 17%
Yes - children aged 5 to 10 years old	259 13%	106 11%	153 15%	8 3%	88 26%	114 33%	42 12%	5 2%	2 *	74 14%	58 10%	78 17%	49 10%	45 17%	137 16%
Yes - children aged 11 to 15 years old	257 13%	125 12%	132 13%	4 2%	55 16%	108 32%	73 20%	13 4%	2 1%	66 12%	48 9%	91 20%	51 11%	48 18%	136 16%
Yes - children aged 16 to 18 years old	172 8%	71 7%	101 10%	3 1%	8 2%	51 15%	83 23%	25 8%	1 *	33 6%	40 7%	55 12%	44 9%	33 12%	82 9%
Refused	11 1%	9 1%	2 *	4 2%	- -	1 *	2 1%	1 *	3 1%	4 1%	5 1%	- -	2 *	2 1%	3 *

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 26
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
No children aged 18 or under	1373 67%	1192 68%	117 64%	57 70%	158 70%	118 64%	128 70%	92 65%	63 62%	135 66%	161 61%	206 72%	136 74%	670 59%	541 60%	129 53%	702 78%	60 65%	109 85%	137 98%	344 97%	52 28%
NET: Yes	655 32%	551 31%	67 36%	24 29%	67 30%	64 35%	53 29%	49 34%	38 37%	68 33%	101 38%	78 27%	48 26%	467 41%	352 39%	115 47%	189 21%	32 34%	18 14%	3 2%	6 2%	130 72%
NET: Any 5-18	511 25%	430 25%	51 28%	21 26%	51 23%	45 24%	45 24%	44 31%	30 30%	56 28%	71 27%	61 21%	36 20%	364 32%	270 30%	94 38%	147 16%	25 26%	14 11%	3 2%	6 2%	101 55%
Yes - children aged under 5 years old	252 12%	203 12%	28 15%	8 9%	23 10%	30 17%	18 10%	9 6%	21 21%	20 10%	42 16%	29 10%	23 13%	178 16%	140 16%	37 15%	74 8%	14 15%	5 4%	-	1 *	55 30%
Yes - children aged 5 to 10 years old	259 13%	208 12%	35 19%	11 13%	22 10%	24 13%	25 14%	21 14%	16 15%	22 11%	36 14%	26 9%	20 11%	182 16%	133 15%	49 20%	77 9%	14 15%	3 3%	-	1 *	58 32%
Yes - children aged 11 to 15 years old	257 13%	227 13%	22 12%	17 21%	22 10%	23 13%	19 10%	20 14%	8 8%	35 17%	47 18%	28 10%	15 8%	184 16%	146 16%	38 15%	73 8%	11 12%	8 7%	1 1%	5 1%	48 26%
Yes - children aged 16 to 18 years old	172 8%	155 9%	7 4%	5 6%	18 8%	13 7%	16 9%	21 14%	10 10%	19 9%	20 8%	31 11%	11 6%	115 10%	83 9%	32 13%	57 6%	7 7%	10 8%	2 1%	2 1%	37 20%
Refused	11 1%	10 1%	-	1 1%	-	1 *	3 1%	2 1%	1 1%	1 1%	3 1%	1 *	-	5 *	4 *	*	6 1%	1 1%	1 1%	-	4 1%	-

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 27
Which of the following ITV regions do you live in?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
Anglia	210 10%	108 11%	102 10%	23 9%	42 12%	43 13%	34 9%	30 10%	38 9%	56 10%	65 11%	44 10%	45 9%	32 12%	95 11%
Border	27 1%	10 1%	17 2%	2 1%	4 1%	2 1%	3 1%	7 2%	8 2%	9 2%	8 1%	5 1%	5 1%	4 1%	8 1%
Central	292 14%	147 15%	145 14%	31 13%	51 15%	41 12%	55 15%	49 16%	64 14%	84 15%	83 15%	50 11%	75 16%	44 16%	117 13%
Granada	209 10%	113 11%	95 9%	24 10%	25 7%	33 9%	43 12%	34 11%	48 11%	57 10%	45 8%	42 10%	65 13%	27 10%	93 11%
London	348 17%	153 15%	194 19%	45 19%	87 25%	71 21%	39 11%	31 10%	74 17%	120 22%	100 18%	69 16%	60 12%	34 13%	168 19%
Meridian	234 11%	123 12%	111 11%	14 6%	21 6%	35 10%	49 13%	48 16%	67 15%	64 12%	55 10%	49 11%	66 14%	19 7%	83 10%
STV	167 8%	70 7%	96 9%	23 9%	31 9%	26 8%	35 10%	26 9%	25 6%	37 7%	47 8%	51 12%	31 6%	27 10%	75 9%
Tyne Tees	83 4%	43 4%	40 4%	13 5%	14 4%	13 4%	9 3%	14 5%	20 5%	19 4%	26 5%	16 4%	22 4%	11 4%	32 4%
Wales	100 5%	45 4%	55 5%	16 7%	16 5%	16 5%	23 6%	8 3%	22 5%	24 4%	31 5%	19 4%	26 5%	24 9%	38 4%
West	57 3%	31 3%	26 3%	5 2%	5 1%	9 3%	14 4%	15 5%	9 2%	8 1%	23 4%	14 3%	13 3%	13 5%	16 2%
Westcountry	105 5%	55 5%	50 5%	17 7%	11 3%	15 4%	20 6%	14 5%	28 6%	23 4%	37 7%	21 5%	25 5%	12 4%	51 6%
Yorkshire	207 10%	101 10%	107 10%	28 12%	35 10%	40 12%	38 10%	27 9%	40 9%	44 8%	47 8%	63 14%	52 11%	24 9%	98 11%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 27
Which of the following ITV regions do you live in?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
Anglia	210 10%	209 12%	1 *	-	* *	-	1 1%	19 14%	-	177 87%	-	11 4%	1 *	127 11%	101 11%	26 11%	83 9%	10 11%	13 10%	9 7%	28 8%	23 13%
Border	27 1%	15 1%	12 6%	1 2%	12 6%	-	-	-	-	-	-	1 *	-	12 1%	9 1%	3 1%	15 2%	4 5%	1 *	2 1%	7 2%	1 1%
Central	292 14%	287 16%	5 2%	-	1 *	-	174 95%	100 70%	* *	2 1%	-	3 1%	7 4%	161 14%	128 14%	34 14%	131 15%	12 13%	16 12%	20 14%	56 16%	27 15%
Granada	209 10%	207 12%	-	-	206 92%	-	-	-	2 2%	-	-	1 *	-	120 10%	101 11%	19 8%	89 10%	11 12%	12 9%	21 15%	34 10%	11 6%
London	348 17%	348 20%	-	-	-	-	4 2%	1 1%	-	22 11%	265 100%	55 19%	1 *	201 18%	167 19%	35 14%	146 16%	13 14%	22 17%	16 11%	62 18%	33 18%
Meridian	234 11%	234 13%	-	-	-	1 *	-	-	-	-	-	214 75%	20 11%	102 9%	83 9%	19 8%	132 15%	17 18%	14 11%	24 17%	50 14%	26 14%
STV	167 8%	-	167 91%	-	-	-	-	-	-	-	-	-	-	102 9%	81 9%	21 9%	65 7%	6 6%	14 11%	11 8%	23 7%	11 6%
Tyne Tees	83 4%	83 5%	-	80 98%	-	3 2%	-	-	-	-	-	-	-	43 4%	37 4%	6 2%	41 5%	5 6%	5 4%	6 4%	21 6%	3 2%
Wales	100 5%	-	-	-	-	-	-	-	100 98%	-	-	-	-	62 5%	52 6%	10 4%	38 4%	1 1%	8 6%	6 5%	18 5%	5 3%
West	57 3%	57 3%	-	-	4 2%	-	3 2%	-	-	-	-	-	51 28%	29 3%	19 2%	10 4%	29 3%	2 2%	5 4%	3 2%	11 3%	8 4%
Westcountry	105 5%	105 6%	-	-	-	-	1 *	-	-	-	-	-	105 57%	63 5%	40 5%	22 9%	43 5%	7 7%	5 4%	8 6%	14 4%	10 5%
Yorkshire	207 10%	207 12%	-	* 1%	1 1%	179 98%	1 1%	22 15%	-	3 2%	-	-	-	121 11%	80 9%	41 17%	86 10%	5 6%	14 11%	14 10%	29 8%	24 13%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 28
Marital Status
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
Single	520 26%	268 27%	252 24%	168 69%	124 36%	85 25%	78 21%	40 13%	25 6%	107 20%	201 36%	85 19%	127 26%	68 25%	271 31%
NET: Married/ Civil partnership/ co habiting	1275 63%	633 63%	642 62%	72 30%	213 62%	234 68%	243 67%	209 69%	304 69%	383 70%	291 51%	323 73%	279 58%	175 65%	533 61%
Married	986 48%	506 51%	480 46%	12 5%	152 44%	165 48%	195 54%	182 60%	279 63%	311 57%	225 40%	248 56%	201 41%	131 49%	377 43%
Civil Partnership	15 1%	9 1%	5 1%	5 2%	2 1%	7 2%	- -	- -	1 *	4 1%	2 *	5 1%	3 1%	2 1%	11 1%
Co Habiting	275 13%	118 12%	157 15%	55 23%	59 17%	63 18%	48 13%	27 9%	24 5%	67 12%	63 11%	70 16%	75 15%	42 15%	145 17%
NET: Widowed/ separated/ divorced	228 11%	87 9%	141 14%	- -	6 2%	20 6%	39 11%	53 18%	109 25%	51 9%	69 12%	33 7%	74 15%	25 9%	63 7%
Widowed	46 2%	16 2%	30 3%	- -	- -	- -	6 2%	9 3%	31 7%	11 2%	18 3%	1 *	17 4%	3 1%	8 1%
Separated	38 2%	16 2%	22 2%	- -	4 1%	5 1%	9 2%	9 3%	11 2%	4 1%	8 1%	9 2%	16 3%	4 1%	11 1%
Divorced	144 7%	55 5%	89 9%	- -	2 *	15 4%	25 7%	35 12%	67 15%	37 7%	44 8%	22 5%	41 8%	18 7%	45 5%
Prefer not to answer	16 1%	11 1%	5 *	3 1%	1 *	4 1%	3 1%	* *	5 1%	4 1%	3 1%	4 1%	4 1%	2 1%	5 1%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 28
Marital Status
Base: All respondents

	Region												Which of the following best describes your current working status?									
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
Single	520 26%	440 25%	60 33%	20 24%	56 25%	51 28%	44 24%	21 15%	20 19%	48 24%	91 34%	55 19%	53 29%	339 30%	275 31%	64 26%	181 20%	43 46%	96 75%	10 7%	26 7%	5 3%
NET: Married/ Civil partnership/ co habiting	1275 63%	1096 63%	109 59%	50 62%	139 62%	115 63%	108 59%	108 75%	70 69%	136 67%	140 53%	192 67%	108 59%	707 62%	552 62%	155 63%	568 63%	38 41%	24 19%	98 70%	248 70%	160 88%
Married	986 48%	844 48%	83 45%	38 47%	104 46%	91 49%	79 43%	78 54%	59 58%	95 46%	114 43%	160 56%	86 47%	508 45%	383 43%	125 51%	477 53%	23 25%	15 12%	90 64%	233 66%	116 64%
Civil Partnership	15 1%	14 1%	-	-	*	5 3%	-	1 1%	1 1%	2 1%	1 *	4 1%	1 1%	12 1%	12 1%	-	2 *	-	1 1%	-	1 *	*
Co Habiting	275 13%	239 14%	26 14%	12 15%	35 16%	20 11%	29 16%	29 20%	10 10%	40 19%	26 10%	28 10%	21 11%	187 16%	157 17%	30 12%	88 10%	15 16%	8 6%	8 6%	13 4%	44 24%
NET: Widowed/ separated/ divorced	228 11%	203 12%	13 7%	11 14%	27 12%	16 9%	28 16%	14 10%	11 11%	19 9%	27 10%	39 13%	23 12%	88 8%	63 7%	25 10%	139 16%	11 12%	8 6%	32 23%	75 21%	13 7%
Widowed	46 2%	42 2%	3 1%	4 5%	10 4%	1 1%	8 5%	1 1%	2 2%	-	8 3%	5 2%	4 2%	11 1%	7 1%	5 2%	35 4%	1 1%	1 *	11 8%	21 6%	2 1%
Separated	38 2%	32 2%	4 2%	2 3%	4 2%	1 1%	3 1%	2 1%	3 2%	6 3%	5 2%	5 2%	4 2%	14 1%	10 1%	5 2%	23 3%	3 3%	1 1%	5 3%	9 2%	6 3%
Divorced	144 7%	129 7%	7 4%	5 6%	13 6%	13 7%	17 9%	11 7%	7 7%	13 6%	14 5%	28 10%	15 8%	63 5%	47 5%	15 6%	81 9%	7 7%	6 5%	16 12%	46 13%	6 3%
Prefer not to answer	16 1%	14 1%	1 *	-	2 1%	2 1%	3 1%	-	1 1%	1 1%	7 3%	-	-	7 1%	6 1%	*	9 1%	2 2%	1 1%	-	4 1%	3 2%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 29
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
Glasgow	76 4%	28 3%	48 5%	11 5%	22 6%	15 4%	12 3%	5 2%	10 2%	13 2%	28 5%	24 5%	10 2%	14 5%	30 3%
Edinburgh	77 4%	27 3%	50 5%	8 3%	12 4%	11 3%	12 3%	19 6%	15 3%	25 5%	17 3%	19 4%	16 3%	13 5%	30 3%
Newcastle	81 4%	42 4%	39 4%	14 6%	12 4%	12 3%	10 3%	14 5%	19 4%	18 3%	27 5%	15 3%	21 4%	10 4%	33 4%
Leeds	98 5%	41 4%	57 6%	17 7%	15 4%	24 7%	17 5%	10 3%	14 3%	21 4%	28 5%	32 7%	17 4%	15 5%	41 5%
Hull	45 2%	29 3%	17 2%	3 1%	10 3%	4 1%	7 2%	9 3%	12 3%	9 2%	9 2%	11 2%	17 4%	3 1%	25 3%
Sheffield	45 2%	22 2%	22 2%	2 1%	8 2%	10 3%	9 3%	5 2%	11 2%	11 2%	10 2%	12 3%	12 2%	8 3%	16 2%
Manchester	156 8%	76 8%	80 8%	18 8%	23 7%	28 8%	36 10%	19 6%	30 7%	39 7%	34 6%	40 9%	43 9%	20 7%	71 8%
Liverpool	70 3%	37 4%	32 3%	12 5%	9 3%	7 2%	11 3%	15 5%	15 3%	19 3%	21 4%	10 2%	20 4%	10 4%	33 4%
Nottingham	83 4%	47 5%	36 3%	15 6%	11 3%	13 4%	21 6%	8 3%	15 3%	23 4%	23 4%	16 4%	21 4%	8 3%	41 5%
Birmingham	168 8%	83 8%	85 8%	21 9%	32 9%	27 8%	24 7%	32 11%	32 7%	52 10%	41 7%	27 6%	47 10%	28 10%	69 8%
Norwich	90 4%	41 4%	50 5%	8 3%	19 5%	23 7%	14 4%	8 3%	18 4%	19 3%	32 6%	23 5%	16 3%	13 5%	40 5%
Milton Keynes	60 3%	37 4%	24 2%	4 1%	13 4%	5 1%	10 3%	19 6%	11 2%	23 4%	16 3%	10 2%	12 2%	5 2%	30 3%
Brighton	61 3%	34 3%	27 3%	3 1%	5 2%	10 3%	17 5%	11 4%	14 3%	14 3%	10 2%	19 4%	18 4%	2 1%	22 3%
Oxford	20 1%	11 1%	10 1%	1 *	3 1%	5 2%	1 *	3 1%	8 2%	5 1%	4 1%	4 1%	7 1%	2 1%	7 1%
London	420 21%	192 19%	227 22%	52 21%	96 28%	78 23%	55 15%	48 16%	90 20%	145 27%	125 22%	72 16%	79 16%	56 21%	196 22%
Southampton	91 4%	45 4%	46 4%	8 3%	11 3%	13 4%	16 4%	14 5%	29 6%	20 4%	26 5%	26 6%	19 4%	6 2%	33 4%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 29
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
Bristol	84 4%	46 5%	39 4%	11 4%	6 2%	12 3%	15 4%	21 7%	20 4%	17 3%	34 6%	19 4%	14 3%	9 3%	36 4%
Plymouth	58 3%	34 3%	24 2%	7 3%	5 1%	5 1%	16 4%	10 3%	16 4%	11 2%	18 3%	10 2%	20 4%	10 4%	21 2%
Cardiff	74 4%	36 4%	38 4%	10 4%	15 4%	11 3%	19 5%	4 1%	17 4%	16 3%	24 4%	15 3%	20 4%	20 7%	29 3%
None of these	182 9%	92 9%	90 9%	17 7%	17 5%	30 9%	41 11%	27 9%	49 11%	47 9%	39 7%	40 9%	56 12%	20 8%	65 8%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 29
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
Glasgow	76 4%	-	76 41%	-	-	-	-	-	-	-	-	-	-	44 4%	34 4%	10 4%	32 4%	1 1%	11 8%	1 1%	11 3%	8 4%
Edinburgh	77 4%	1 *	77 42%	1 1%	-	-	-	-	-	-	-	-	-	43 4%	33 4%	10 4%	34 4%	4 4%	3 3%	8 6%	13 4%	6 3%
Newcastle	81 4%	81 5%	-	77 94%	4 2%	1 *	-	-	-	-	-	-	-	43 4%	36 4%	7 3%	38 4%	5 6%	4 3%	5 4%	20 6%	4 2%
Leeds	98 5%	98 6%	-	2 2%	-	96 52%	-	-	-	-	-	-	-	56 5%	39 4%	17 7%	42 5%	3 3%	9 7%	7 5%	11 3%	12 7%
Hull	45 2%	45 3%	-	-	-	41 23%	-	4 3%	-	-	-	-	-	28 2%	18 2%	9 4%	17 2%	1 1%	1 1%	2 1%	10 3%	3 2%
Sheffield	45 2%	45 3%	-	-	-	35 19%	1 1%	9 6%	-	-	-	-	-	24 2%	14 2%	10 4%	21 2%	1 1%	3 2%	2 1%	8 2%	6 4%
Manchester	156 8%	156 9%	-	-	147 66%	-	9 5%	-	-	-	-	-	-	91 8%	75 8%	16 6%	65 7%	12 13%	11 8%	15 11%	18 5%	9 5%
Liverpool	70 3%	57 3%	-	-	56 25%	-	-	-	12 12%	1 *	-	-	-	43 4%	39 4%	4 2%	27 3%	1 1%	4 3%	8 6%	11 3%	4 2%
Nottingham	83 4%	83 5%	-	-	-	5 3%	1 1%	75 52%	-	2 1%	-	-	-	49 4%	42 5%	7 3%	34 4%	4 4%	1 1%	2 2%	15 4%	11 6%
Birmingham	168 8%	168 10%	-	-	-	-	150 82%	14 10%	-	-	-	-	4 2%	97 9%	75 8%	22 9%	70 8%	9 9%	13 10%	11 8%	26 7%	12 6%
Norwich	90 4%	90 5%	-	* 1%	-	-	-	-	-	90 44%	-	-	-	53 5%	41 5%	13 5%	37 4%	4 4%	6 5%	3 2%	16 5%	7 4%
Milton Keynes	60 3%	60 3%	-	-	-	-	3 2%	17 12%	-	31 15%	-	10 3%	* *	35 3%	27 3%	8 3%	25 3%	3 3%	2 2%	3 2%	10 3%	7 4%
Brighton	61 3%	61 3%	-	-	-	-	-	-	-	-	-	60 21%	1 *	24 2%	21 2%	3 1%	37 4%	5 6%	4 3%	4 3%	15 4%	9 5%
Oxford	20 1%	20 1%	-	-	-	-	1 *	-	-	-	-	16 6%	3 2%	9 1%	6 1%	3 1%	11 1%	2 2%	-	1 1%	6 2%	3 2%
London	420 21%	420 24%	-	-	-	-	-	2 1%	-	53 26%	265 100%	99 35%	1 *	252 22%	205 23%	47 19%	167 19%	15 16%	23 18%	22 16%	72 20%	36 20%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 29
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
Southampton	91 4%	91 5%	-	-	-	-	-	-	-	-	-	71 25%	20 11%	39 3%	30 3%	9 4%	52 6%	7 7%	7 6%	10 7%	19 5%	9 5%
Bristol	84 4%	84 5%	-	-	-	-	3 1%	-	-	-	-	-	82 45%	45 4%	31 3%	14 6%	39 4%	2 2%	8 6%	5 3%	18 5%	6 3%
Plymouth	58 3%	58 3%	-	-	-	-	-	-	-	-	-	-	58 32%	31 3%	22 2%	9 4%	27 3%	5 5%	* *	6 4%	8 2%	8 4%
Cardiff	74 4%	-	-	-	-	-	-	-	74 73%	-	-	-	-	49 4%	41 5%	8 3%	25 3%	* *	4 3%	4 3%	13 4%	3 2%
None of these	182 9%	135 8%	31 17%	2 3%	17 8%	6 3%	16 9%	23 16%	16 15%	27 13%	-	29 10%	15 8%	86 8%	67 8%	18 8%	96 11%	9 10%	15 11%	20 15%	33 9%	19 11%

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ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 30
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818	
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872	
Up to £7,000	(3.5) 4%	79 4%	38 4%	41 4%	22 9%	11 3%	14 4%	20 5%	7 2%	4 1%	2 *	18 3%	11 2%	48 10%	4 1%	19 2%
£7,001 to £14,000	(10.5) 15%	314 15%	139 14%	174 17%	45 18%	43 13%	33 10%	41 11%	57 19%	95 21%	33 6%	83 15%	39 9%	159 33%	15 6%	85 10%
£14,001 to £21,000	(17.5) 18%	368 18%	188 19%	180 17%	47 19%	52 15%	47 14%	60 17%	62 21%	98 22%	60 11%	118 21%	79 18%	111 23%	41 15%	147 17%
£21,001 to £28,000	(24.5) 18%	369 18%	191 19%	177 17%	42 17%	58 17%	56 16%	64 18%	58 19%	90 20%	97 18%	99 18%	100 23%	73 15%	46 17%	158 18%
£28,001 to £34,000	(31) 16%	322 16%	175 18%	146 14%	18 7%	50 15%	73 21%	56 16%	49 16%	75 17%	92 17%	105 19%	83 19%	42 9%	53 20%	149 17%
£34,001 to £41,000	(37.5) 8%	169 8%	84 8%	85 8%	23 9%	27 8%	27 8%	37 10%	25 8%	30 7%	55 10%	51 9%	46 10%	17 4%	27 10%	85 10%
£41,001 to £48,000	(44.5) 4%	89 4%	51 5%	38 4%	11 4%	25 7%	23 7%	15 4%	4 1%	11 2%	42 8%	21 4%	20 5%	5 1%	18 7%	51 6%
£48,001 to £55,000	(51.5) 5%	98 5%	42 4%	56 5%	7 3%	30 9%	24 7%	23 6%	9 3%	5 1%	58 11%	11 2%	26 6%	3 1%	19 7%	62 7%
£55,001 to £62,000	(58.5) 2%	33 2%	16 2%	17 2%	- -	10 3%	9 3%	9 3%	5 2%	- -	22 4%	2 *	5 1%	4 1%	12 4%	19 2%
£62,001 to £69,000	(65.5) 1%	22 1%	9 1%	13 1%	4 2%	10 3%	4 1%	2 1%	3 1%	- -	9 2%	5 1%	4 1%	4 1%	4 1%	16 2%
£69,001 to £76,000	(72.5) 1%	18 1%	2 *	16 2%	4 2%	7 2%	5 1%	3 1%	- -	- -	9 2%	6 1%	4 1%	- -	7 3%	11 1%
£76,001 to £83,000	(79.5) 1%	11 1%	2 *	9 1%	- -	2 1%	3 1%	6 2%	- -	- -	10 2%	1 *	- -	- -	7 3%	4 *
£83,001 or more	(86) 2%	31 2%	20 2%	11 1%	- -	5 1%	10 3%	8 2%	2 1%	6 1%	21 4%	9 2%	1 *	- -	- -	26 3%
Prefer not to answer	117 6%	41 4%	76 7%	21 9%	13 4%	15 4%	17 5%	22 7%	29 7%	35 6%	37 7%	27 6%	17 4%	17 6%	41 5%	
Average income (£000's)	27.36	27.29	27.44	23.28	31.36	31.47	29.58	24.33	23.30	36.62	26.16	28.02	18.04	33.44	31.51	

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 30
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Region												Which of the following best describes your current working status?									
		Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base		2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base		2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
Up to £7,000	(3.5)	79 4%	67 4%	6 3%	6 7%	12 6%	10 6%	6 3%	6 4%	5 5%	2 1%	12 5%	11 4%	1 1%	22 2%	8 1%	14 6%	56 6%	21 22%	23 18%	5 4%	1 *	7 4%
£7,001 to £14,000	(10.5)	314 15%	273 16%	26 14%	15 18%	30 13%	28 15%	37 20%	23 16%	15 15%	33 16%	29 11%	50 17%	30 16%	100 9%	54 6%	46 19%	214 24%	30 32%	33 26%	66 47%	54 15%	31 17%
£14,001 to £21,000	(17.5)	368 18%	320 18%	29 16%	10 12%	38 17%	35 19%	37 20%	28 19%	19 19%	31 15%	54 20%	44 16%	42 23%	188 16%	149 17%	39 16%	180 20%	14 15%	22 17%	27 19%	78 22%	38 21%
£21,001 to £28,000	(24.5)	369 18%	305 17%	43 23%	12 15%	37 16%	32 17%	36 20%	37 26%	21 20%	33 16%	35 13%	55 19%	30 17%	205 18%	159 18%	46 19%	164 18%	12 13%	15 12%	22 16%	82 23%	34 19%
£28,001 to £34,000	(31)	322 16%	283 16%	26 14%	17 20%	36 16%	31 17%	15 8%	22 15%	13 13%	34 17%	33 12%	57 20%	39 21%	201 18%	168 19%	34 14%	120 13%	8 9%	8 6%	9 6%	65 18%	30 17%
£34,001 to £41,000	(37.5)	169 8%	142 8%	22 12%	7 9%	21 10%	20 11%	8 4%	8 5%	4 4%	21 10%	27 10%	22 8%	7 4%	113 10%	96 11%	16 7%	57 6%	3 3%	6 5%	4 3%	31 9%	13 7%
£41,001 to £48,000	(44.5)	89 4%	78 4%	7 4%	5 6%	15 7%	6 3%	8 4%	3 2%	4 4%	14 7%	15 6%	11 4%	1 1%	69 6%	58 6%	11 5%	20 2%	- -	5 4%	- -	11 3%	4 2%
£48,001 to £55,000	(51.5)	98 5%	80 5%	8 4%	7 9%	6 3%	9 5%	16 8%	4 3%	11 11%	5 3%	15 6%	9 3%	9 5%	80 7%	72 8%	9 4%	18 2%	3 3%	3 2%	- -	8 2%	4 2%
£55,001 to £62,000	(58.5)	33 2%	29 2%	3 2%	- -	5 2%	4 2%	2 1%	1 1%	1 1%	4 2%	9 4%	3 1%	- -	31 3%	27 3%	4 2%	2 *	- -	- -	1 1%	- -	1 1%
£62,001 to £69,000	(65.5)	22 1%	20 1%	2 1%	- -	9 4%	- -	- -	1 *	- -	2 1%	8 3%	1 *	1 *	20 2%	19 2%	1 *	2 *	- -	- -	- -	- -	2 1%
£69,001 to £76,000	(72.5)	18 1%	12 1%	5 2%	1 2%	- -	1 1%	1 *	- -	2 2%	1 1%	1 *	1 *	6 3%	18 2%	14 2%	5 2%	- -	- -	- -	- -	- -	- -
£76,001 to £83,000	(79.5)	11 1%	9 *	- -	- -	- -	- -	2 1%	2 1%	2 2%	- -	2 1%	3 1%	- -	11 1%	11 1%	- -	- -	- -	- -	- -	- -	- -
£83,001 or more	(86)	31 2%	30 2%	- -	- -	- -	2 1%	4 2%	3 2%	1 1%	6 3%	10 4%	5 2%	- -	26 2%	23 3%	3 1%	5 1%	- -	- -	- -	4 1%	1 *
Prefer not to answer		117 6%	106 6%	7 4%	2 2%	16 7%	6 3%	12 7%	5 4%	5 5%	18 9%	15 6%	13 5%	18 10%	58 5%	40 4%	18 7%	59 7%	3 4%	12 9%	7 5%	20 6%	17 9%
Average income (£000's)		27.36	27.29	27.46	26.37	27.16	25.96	26.18	25.42	28.39	29.07	31.06	26.58	25.55	31.96	33.70	25.37	21.42	15.93	17.60	16.41	25.07	23.81

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 31

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2039	1055	984	234	313	349	370	319	454	580	607	352	500	250	818
Weighted base	2039	999	1040	242	343	343	364	303	444	545	565	444	484	270	872
NET: Yes	403 20%	211 21%	192 18%	23 9%	39 11%	59 17%	81 22%	93 31%	107 24%	92 17%	90 16%	71 16%	150 31%	46 17%	93 11%
Yes - physical condition	236 12%	116 12%	119 11%	9 4%	13 4%	37 11%	40 11%	54 18%	83 19%	53 10%	50 9%	45 10%	88 18%	28 10%	52 6%
Yes - disability	154 8%	92 9%	62 6%	5 2%	12 3%	20 6%	31 8%	50 17%	37 8%	28 5%	36 6%	17 4%	74 15%	12 4%	24 3%
Yes - mental condition	125 6%	68 7%	58 6%	17 7%	22 7%	25 7%	36 10%	22 7%	3 1%	26 5%	28 5%	19 4%	52 11%	16 6%	35 4%
Yes - other	20 1%	14 1%	5 *	1 *	1 *	2 1%	6 2%	6 2%	4 1%	3 *	7 1%	3 1%	7 1%	3 1%	2 *
No	1594 78%	771 77%	823 79%	211 87%	296 86%	278 81%	278 76%	203 67%	328 74%	439 80%	464 82%	369 83%	322 66%	222 82%	764 88%
Prefer not to say	43 2%	17 2%	25 2%	8 3%	8 2%	6 2%	5 1%	6 2%	8 2%	14 3%	12 2%	4 1%	12 2%	2 1%	16 2%

ITV News Index Survey

ONLINE Fieldwork: 6th-8th June 2014

Absolutes/col percents

Table 31

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2039	1759	172	86	243	174	199	156	108	174	229	309	189	1068	722	346	971	111	153	126	395	186
Weighted base	2039	1754	184	82	224	184	184	143	102	204	265	285	184	1142	897	245	897	94	128	140	353	182
NET: Yes	403 20%	347 20%	35 19%	13 16%	36 16%	31 17%	38 21%	32 22%	21 20%	42 21%	40 15%	71 25%	44 24%	138 12%	103 11%	36 15%	264 29%	39 42%	48 38%	50 36%	76 22%	50 28%
Yes - physical condition	236 12%	201 11%	21 12%	7 8%	18 8%	20 11%	21 11%	22 15%	13 13%	31 15%	17 6%	38 13%	28 15%	80 7%	58 6%	22 9%	156 17%	18 19%	21 16%	36 25%	55 16%	26 14%
Yes - disability	154 8%	140 8%	11 6%	6 8%	16 7%	12 6%	17 9%	12 8%	3 3%	14 7%	14 5%	30 11%	18 10%	35 3%	29 3%	7 3%	119 13%	20 21%	24 19%	29 20%	28 8%	19 10%
Yes - mental condition	125 6%	105 6%	12 6%	4 5%	10 4%	7 4%	10 5%	11 8%	8 8%	9 5%	14 5%	22 8%	18 10%	51 4%	39 4%	13 5%	74 8%	20 21%	27 21%	1 1%	7 2%	19 10%
Yes - other	20 1%	18 1%	- -	1 2%	2 1%	1 *	1 *	- -	2 2%	1 1%	2 1%	4 1%	6 3%	5 *	3 *	3 1%	14 2%	2 3%	2 2%	1 1%	8 2%	1 1%
No	1594 78%	1368 78%	145 79%	66 81%	182 81%	148 81%	140 76%	110 77%	80 79%	158 77%	216 82%	210 74%	138 75%	986 86%	781 87%	205 84%	608 68%	51 54%	73 57%	87 62%	268 76%	128 71%
Prefer not to say	43 2%	39 2%	3 2%	2 2%	6 3%	5 3%	6 3%	1 1%	1 1%	4 2%	9 3%	4 2%	2 1%	18 2%	13 1%	4 2%	25 3%	4 4%	7 5%	3 2%	8 2%	3 2%

	Page	Table	Title	Base Description	Base
	1	1	Q.1 From each of the pairs of scenarios listed below, which ONE would be your preferred outcome after the next General Election in May 2015? / David Cameron remaining Prime Minister / The Conservatives winning a majority of MPs / A Conservative-led coalition with the Liberal Democrats / A coalition government between two or more parties	Base: All respondents	2039
	2	1	Q.1 From each of the pairs of scenarios listed below, which ONE would be your preferred outcome after the next General Election in May 2015? / David Cameron remaining Prime Minister / The Conservatives winning a majority of MPs / A Conservative-led coalition with the Liberal Democrats / A coalition government between two or more parties	Base: All respondents	2039
	3	2	Q.2 Which of the following do you think is the most likely outcome for England at the 2014 World Cup in Brazil?	Base: All respondents	2039
	4	2	Q.2 Which of the following do you think is the most likely outcome for England at the 2014 World Cup in Brazil?	Base: All respondents	2039
	5	3	Q.3 Which of the following do you think are the most important reasons why England will not win the World Cup in Brazil in 2014?	Base: All respondents who don't think England will win the World Cup	1973
	6	3	Q.3 Which of the following do you think are the most important reasons why England will not win the World Cup in Brazil in 2014?	Base: All respondents who don't think England will win the World Cup	1973
	7	4	Q.4 How likely, if at all, are you to do the following during the World Cup? Summary	Base: All respondents	2039
	8	5	Q.4 How likely, if at all, are you to do the following during the World Cup? Stay up late to watch England matches	Base: All respondents	2039
	9	5	Q.4 How likely, if at all, are you to do the following during the World Cup? Stay up late to watch England matches	Base: All respondents	2039
	10	6	Q.4 How likely, if at all, are you to do the following during the World Cup? Leave work early to watch matches that kick-off at 5pm	Base: All respondents	2039
	11	6	Q.4 How likely, if at all, are you to do the following during the World Cup? Leave work early to watch matches that kick-off at 5pm	Base: All respondents	2039
	12	7	Q.4 How likely, if at all, are you to do the following during the World Cup? Skip a day off work to watch some matches	Base: All respondents	2039

Page	Table	Title	Base Description	Base
13	7	Q.4 How likely, if at all, are you to do the following during the World Cup? Skip a day off work to watch some matches	Base: All respondents	2039
14	8	Q.4 How likely, if at all, are you to do the following during the World Cup? Go into work late because you stayed up late the night before watching a match	Base: All respondents	2039
15	8	Q.4 How likely, if at all, are you to do the following during the World Cup? Go into work late because you stayed up late the night before watching a match	Base: All respondents	2039
16	9	Q.4 How likely, if at all, are you to do the following during the World Cup? Watch all of England's matches	Base: All respondents	2039
17	9	Q.4 How likely, if at all, are you to do the following during the World Cup? Watch all of England's matches	Base: All respondents	2039
18	10	Q.4 How likely, if at all, are you to do the following during the World Cup? Try and avoid all coverage of the World Cup	Base: All respondents	2039
19	10	Q.4 How likely, if at all, are you to do the following during the World Cup? Try and avoid all coverage of the World Cup	Base: All respondents	2039
20	11	Q.4 How likely, if at all, are you to do the following during the World Cup? Be glad when the tournament is all over	Base: All respondents	2039
21	11	Q.4 How likely, if at all, are you to do the following during the World Cup? Be glad when the tournament is all over	Base: All respondents	2039
22	12	Gender	Base: All respondents	2039
23	12	Gender	Base: All respondents	2039
24	13	Age	Base: All respondents	2039
25	13	Age	Base: All respondents	2039
26	14	Social Grade	Base: All respondents	2039
27	14	Social Grade	Base: All respondents	2039
28	15	GO Region	Base: All respondents	2039
29	15	GO Region	Base: All respondents	2039
30	16	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2039

	Page	Table	Title	Base Description	Base
	31	16	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2039
	32	17	Tenure	Base: All respondents	2039
	33	17	Tenure	Base: All respondents	2039
	34	18	What is the highest educational level that you have achieved to date?	Base: All respondents	2039
	35	18	What is the highest educational level that you have achieved to date?	Base: All respondents	2039
	36	19	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2039
	37	19	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2039
	38	20	How many cars are there in your household?	Base: All respondents	2039
	39	20	How many cars are there in your household?	Base: All respondents	2039
	40	21	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2039
	41	21	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2039
	42	22	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2039
	43	22	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2039
	44	23	Which of the following best describes where you live?	Base: All respondents	2039
	45	23	Which of the following best describes where you live?	Base: All respondents	2039
	46	24	Which of the following best describes your current working status?	Base: All respondents	2039
	47	24	Which of the following best describes your current working status?	Base: All respondents	2039
	48	25	Do you work in any of the following occupations?	Base: All respondents who work	1068
	49	25	Do you work in any of the following occupations?	Base: All respondents who work	1142
	50	25	Do you work in any of the following occupations?	Base: All respondents who work	1068
	51	25	Do you work in any of the following occupations?	Base: All respondents who work	1142

	Page	Table	Title	Base Description	Base
	52	26	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2039
	53	26	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2039
	54	27	Which of the following ITV regions do you live in?	Base: All respondents	2039
	55	27	Which of the following ITV regions do you live in?	Base: All respondents	2039
	56	28	Marital Status	Base: All respondents	2039
	57	28	Marital Status	Base: All respondents	2039
	58	29	Which of the following cities do you live in, or nearest to?	Base: All respondents	2039
	59	29	Which of the following cities do you live in, or nearest to?	Base: All respondents	2039
	60	29	Which of the following cities do you live in, or nearest to?	Base: All respondents	2039
	61	29	Which of the following cities do you live in, or nearest to?	Base: All respondents	2039
	62	30	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2039
	63	30	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2039
	64	31	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2039
	65	31	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2039